THE IMPORTANCE OF INVOLVEMENT: EXAMINING THE IMPACT OF SOMETHINC'S INSTAGRAM PAGE ON FUTURE PURCHASE INTENTION

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to Obtain the Bachelor Degree in Management Department

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DECLARATION OF AUTHENTICITY

DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

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APPROVAL PAGE

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ABSTRACT

This study aims to examine the effect Brand Familiarity, Involvement on Brand's Social Media, Attitude Towards Brand's Social Media, and Future Purchase Intention towards Somethinc's Instagram Page. This research uses purposive random sampling method. The data collection was done by distributing online questionnaires via google form with a total sample of 250 respondents. The data analysis technique used is AMOS 22.0 software. The result show that 1) Involvement on brand's social media positively influences attitude towards the brand's social media, 2) Involvement on a brand's social media positively influences future purchase intention, 3) Attitude towards a brand's social media positively influences future purchase intention, 4) Brand familiarity positively influences consumer involvement on brand's social media.

***Keywords**: Brand Familiarity, Involvement on Brand's Social Media, Attitude Towards Brand's Social Media, and Future Purchase Intention*

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh Keakraban Merek, Keterlibatan di Media Sosial Merek, Sikap Terhadap Media Sosial Merek, dan Niat Beli di Masa Depan. Penelitian ini menggunakan metode *purposive random sampling*. Pengumpulan data dilakukan dengan menyebarkan kuesioner *online* melalui *google form* dengan jumlah sampel sebanyak 250 responden. Teknik analisis data yang digunakan adalah *software* AMOS 22.0. Hasil penelitian menunjukkan bahwa 1) Keterlibatan pada media sosial merek berpengaruh positif terhadap sikap terhadap media sosial merek, 2) Keterlibatan pada media sosial merek berpengaruh positif terhadap niat beli di masa depan, 3) Sikap terhadap media sosial merek berpengaruh positif terhadap niat beli di masa depan, 4) Keakraban merek berpengaruh positif terhadap keterlibatan konsumen di media sosial merek.

Kata Kunci: Keakraban Merek, Keterlibatan di Media Sosial Merek, Sikap Terhadap Media Sosial Merek, dan Niat Beli di Masa Depan

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INTRODUCTION

1.1. Background

The fast-paced integration of the Internet as a marketing tool in recent years has had a huge impact on how brands choose to communicate with their consumers. The Internet has provided a huge platform for local and global brands to expand their market and acquire more consumers than ever before. Based on Datareportal, Indonesia had 202.6 million internet users in January 2021, an increase of more than 16% from 2020. An increasing number of consumers are embracing the internet and spend more time searching for information, which largely affects their purchase intentions. Given such opportunities, firms and their brands have dived into social media marketing, which emerged as the most popular and effective tool of marketing and communication (Poturak & Softić, 2019). While the impact of this online marketing program is not limited to the internet world or online, it must also have an impact on the exchange of real sales (Dilham et al., 2018).

According to Kujur and Singh cited in Manzoor et al. (2020), Social media marketing is defined as social networking platforms as a marketing network. Social media marketing is a modern marketing technique that is practiced by almost every company in virtual networks to reach out to consumers. When you have an idea and want millions to be reached quickly with minimal costs, the best option is social media. The first businesses to use social media as a promotional platform were

entertainment companies. A study from Felix et al. (2017) found that internal influencers (e.g., general vision, mission, company goals, corporate culture, available resources) should absolutely guide social media marketing decisions, which should be in line with external influencers (e.g., communities, competition, government regulation). Social media has provided consumers with characters who were able to gather millions of followers, without being part of the professional entertainment industry, fashion houses or record labels (Jin et *al*., 2019).

The social networking sites Facebook, Google+, and LinkedIn were the first types of social media platforms. The amount of Facebook likes, talking about this, offline visits, Google1 followers, and LinkedIn number of employees and followers are among the social networking activity outcome measures. Microblogs, which include Twitter, are the second types of social media network, with activity measured by the number of Twitter followers and feeds. The third kind, content communities, included Flickr, Instagram, Pinterest, and YouTube, with the number of Flickr photographs shared, Instagram followers, Pinterest followers, and YouTube subscribers as activity outcome measures (Lim et *al*., 2020).

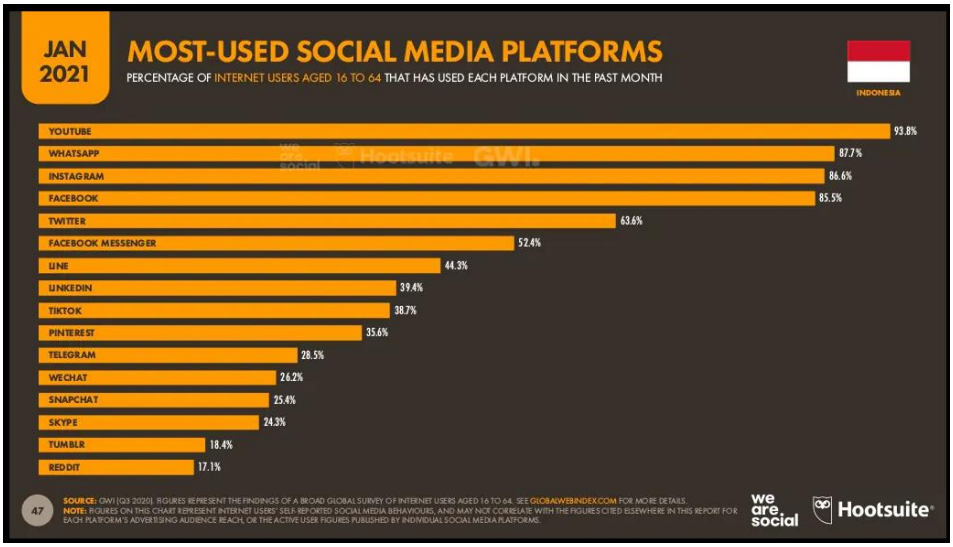

Figure 1.1 Most-Used Social Media Platform

Source: Datareportal, 2021

In this study, the social media object is Instagram. Based on the data from Datareportal, it is stated that Instagram users in Indonesia reach the number of 86.6% of its entire population. To examine the effect of Somethinc's Instagram pages on consumer purchase intention, this research used four variables which included brand familiarity, involvement on brand's social media, attitude toward brand's social media and future purchase intention that replicate the main journal titled The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention, which investigate the impact of brand familiarity and the information quality of social media material on a consumer's engagement with a brand on the brand's social media pages based on the perspective from the Associative Network Theories of Memory (ANT) and the theory of reasoned action (McClure & Seock, 2020). Semantic memory or knowledge is viewed as a set of nodes and links in the associative network memory model. When external information is encoded or internal information is retrieved from long-term

memory, a node becomes a potential source of activation for other nodes. This node's activation can extend to other related nodes in memory. When the activation of another node reaches a certain threshold, the data in that node is recalled. As a result, the amount of this 'spreading activation' and the specific information that may be recalled from memory is determined by the strength of linkage between the active node and all connected nodes (Mohanty, 2018). Meanwhile, the theory of reasoned action (TRA) discussed how a consumer's attitude and subjective norms influence the antecedents of performed behavior. It suggested that when consumers find more appealing items from other manufacturers, they are more likely to switch brands, especially if they have a positive attitude about brand switching (Kordi Ghasrodashti, 2018).

Consumers that have a high level of involvement with a social media page find that the brand represents their self-importance, which increases their link with the brand's social media page and improves their engagement (i.e., cognitive, affection, and activation) (Algharabat et *al*., 2020). According to Manzoor et *al*. (2020), social media marketing has a greater impact on consumers' buy intentions through social networking sites than consumer trust. It is supported by the findings from Bravo & Lee (2019) that high issue involvement had a favorable effect on attitude toward the persuasive message in the advocacy commercial, as well as purchase intention and intention to support the conduct recommended in the ad. Furthermore, low-involvement advertisements had negative consequences in virtual communities, so businesses should create high-involvement commercials,

such as virtual props, blogs, and rich media, to grab potential consumers' attention (Poturak & Softić, 2019).

Brand familiarity and repetition can also have an impact on marketing communications outcomes such as brand attitude and purchasing intention (Algharabat et al., 2020). The result of research conducted by Manzoor et *al*. (2020) showed that consumer purchase intentions are influenced by social media marketing by 69.6 percent. If consumers in developed nations believe they have the knowledge and abilities required to utilize mobile commerce and are "pressured" by a social group, having a good attitude toward m-advertising will have a significant influence on repurchase through the mobile channel (Jiménez & San-martín, 2017). The country of origin had a good and significant impact on the image of the brand (Nainggolan & Hidayat, 2020). When communication has a high level of involvement with a sociopolitical problem, the audience's attitude toward that message is affected by how much they agree with the message's perspective on the subject (Bravo & Lee, 2019). It is critical to recognize the significant influence that the shop environment has on a consumer's perception of a retail brand (Villiers et al., 2014). It was confirmed that a brand attitude created because of brand community commitment has a considerable influence on purchase intention, which is in line with attitude theory research (Villiers et al., 2014; Wang et al., 2019). Consumer’s purchase intentions are defined as a combination of their interest and the possibility of buying a product, an attitudinal variable for measuring their future contributions to buying products (Manzoor et al., 2020).

Brand familiarity was noted as a potential stumbling block (Bravo & Lee, 2019). Algharabat et *al*. (2020) found that brand familiarity and repetition may have an impact on brand engagement and affection, as well as brand attitude and purchasing behavior (not only purchase intention but also re-purchase behavior). consumers' perceptions of the benefit of return policies for high-effort product categories will dwindle dramatically (given the same level of return policy generosity). If consumers are familiar with a retailer, the advantage of brand familiarity on reducing uncertainty may outweigh the value of a return policy in this scenario (Jeng, 2017). Martí-parreño et *al*. (2017) claims that in a product placement environment, both brand familiarity and repetition can operate as orienting reactions, boosting product placement information processing.

1.2. Problems Formulation

Based on the background above, the writer's research goals are to:

1. Does consumer’s involvement on brand’s social media influence their attitude towards the brand's social media?
2. Does consumer’s involvement on brand’s social media influence their future purchase intention?
3. Does consumers’ attitude towards a brand’s social media influence future purchase intentions?
4. Does a consumer’s brand familiarity influence their involvement with a brand on social media?

1.3. Research Objectives

From the problem formulation above, it can be classified that, the objectives of this research are:

1. To investigate the influence of consumer's involvement on brand's social media towards their attitude towards the brand's social media.
2. To investigate the influence of consumer's involvement on brand's social media towards their future purchase intention.
3. To investigate the influence of consumers' attitudes towards a brand's social media towards future purchase intention.
4. To investigate the influence of consumers' brand familiarity towards their involvement with a brand on social media.

1.4. Benefit of Research

1.4.1. Theoretical Benefits

This research helped to identify a crucial factor in determining consumers' page involvement and decision-making in terms of whether they would shop the brand, which emphasizes the importance of user interface design in the social media page development, such as emotional and aesthetic elements of the page design. As well as providing a contribution to further research and literature in the field of marketing.

1.4.2. Practical Benefits

This research helped a company, or an organization knows the factor that would lead the consumer to shop and consider the concept and features that should be contained in the page.

CHAPTER II

LITERATURE REVIEW AND HYPOTHESES

2.1. Online Marketing and Digital Marketing

Marketers and researchers have possibilities and problems in using new online marketing ideas in commercial and research contexts due to the rapid speed of development in Internet technology over the previous decade (Roy et al., 2017). One of the most effective methods for establishing a brand and increasing its recognition is through online marketing (Aggrawal et al., 2017). According to all data and statistics, internet marketing is an inextricable part of our lives that will continue to increase in effectiveness in the future (Nasibov et al., 2019).

Kannan & Li (2017) take a broader view of digital marketing and describe it as “an adaptable, technology-enabled process through which businesses engage with consumers and partners to collaboratively create, communicate, deliver, and sustain”. One of the key reasons for digital marketing's success over conventional marketing is that it allows companies to watch customer behavior in real-time. (Kaur, 2017). As a result, in both the real and virtual worlds, digital marketing prompted the formation of more knowledgeable, empowered, and linked groups of customers. (Krishen et al., 2021).

2.2. Somethinc’s Instagram Page

As a media booster for its customers, social media platforms continue to assist the industry. (Hasena & Sakapurnama, 2021). Instagram is one of the most

popular social media platforms, with users uploading and searching for a variety of information, including beauty products such as skincare (Yesenia Hansudoh et al., 2021). According to Rostamailis, skincare is a beauty product that is used to treat skin, both face and body, nails, and hair, as quoted from Yesenia Hansudoh et al., (2021). In this research, the targeted skincare brand was Somethinc. Somethinc is a skincare and cosmetics brand from Indonesia. With its varied innovations, this brand has continued to capture the interest of beauty fans since its inception in 2019 (Dwi Silfiani et al., 2022).

In utilizing the Instagram platform, Somethinc communicates its brand by using features such as feeds, stories and the "view store" feature which when clicked will display the product along with an explanation of its function and price. Currently, the Instagram account @somethincofficial has 1.3 million followers as of February 2022. Somethinc uses the feeds feature to deliver messages such as awards, testimonials, and product reviews. On Instagram stories fitur, this brand generates open questions and runs a poll about the brand with the goal of determining the amount of the target market's awareness of the brand and promoting interaction through the question and response process (Laurenzia et al., 2021).

2.3. Future Purchase Intention

Consumers are increasingly using the internet and spending more time searching for information, which has a significant impact on their purchasing decisions (Poturak & Softić, 2019). Manzoor et al. (2020) defined it as a combination of their interest and the possibility of buying a product. Since

predicting future customer behavior is such a crucial problem for businesses, purchase intentions are an attitudinal attribute that can be used to estimate potential commitments to product purchases (Baabdullah et al., 2019).

When all other characteristics in the model were controlled for, consumers who glanced at endorsers often were 11.09 times more likely to have a buy intention for the exposure items than those who gazed at the endorser components seldom (Zhang & Yuan, 2018). The impact of customer trust on consumer purchase intent is greater than that of social media marketing (Manzoor et al., 2020). Brand attitude, brand experience, and buy intention, to name a few, may all be favorably affected, resulting in a consumer's purchase intention (Villiers et al., 2014).

2.4. Associative Network Theories of Memory (ANT) and Theory of Reasoned Action (TRA)

The Associative Network Theory is based on memory retrieval cognitive psychology, and it states that the human memory network is made up of nodes that correspond to specific bits of information and connections that connect them. Certain nodes in the brain are engaged when a person is exposed to stimuli. These nodes become activation nodes, spreading the activation to additional nodes via their linkages. The distance between the to-be-activated node and the stimulus determines the depth and breadth of the activation (Chen, 2010).

Theory of Reasoned Action proposes that people's intentions to perform a behavior follow reasonably—but not necessarily rationally—from specific attitudinal, normative, and control beliefs about the behavior and that people act on

their intentions when they have the necessary skills and when situational factors allow them to do so (Yzer, 2017). As its name indicates, is founded on the notion that humans generally behave in a rational manner, considering available knowledge and subconsciously or overtly considering the consequences of their actions. The theory asserts that a person's desire to execute (or not perform) behavior is the immediate determinant of that action, in keeping with its focus on volitional activities (Ajzen, 1985).

2.5. Factors Affecting Future Purchase Intention

2.5.1. Involvement on Brand's Social Media

The role of consumer involvement, consumer participation, and self-expressive brand were all significant predictors of customer brand engagement aspects (Algharabat et al., 2020). When consumers discover more appealing items from other manufacturers, they are more likely to switch brands, especially if they have a positive attitude about brand switching (Kordi Ghasrodashti, 2018). Research has found that the leading indicators of involvement are personal factors, stimulus factors, and situational factors (Mcclure & Seock, 2020). Moreover, Wang et al. (2019) found that consumption-related communication on social media is positively related to their attitude toward the product, and this communication informed consumers' decisions regarding purchasing and increased involvement with products.

Analyzing this further, it appeared that the better a domestic brand's brand equity is, the higher customers' buy intent would be (Poturak & Softić, 2019). Firms operating in foreign markets and promoting their products and services to clients from countries with varying degrees of technological, economic, and cultural development should be aware that attitudes regarding m-advertising and m-repurchase are influenced by a variety of factors (Jiménez & San-martín, 2017). In this research, involvement on a brand's social media represents personal requirements, beliefs, and interests that drive customer engagement in a brand's social media (McClure & Seock, 2020). Therefore, the proposed hypotheses are:

H1. Consumers' involvement with a brand on social media would influence their attitude towards a brand's social media presence.

H2. Consumers' involvement with a brand on social media would influence their future purchase intention from the brand.

2.5.2. Attitude Towards Brand's Social Media

The ability to project a good attitude about mobile advertising that transcends national boundaries is dependent on social influence (Jiménez & San-martín, 2017). Furthermore, while participants in the high issue involvement condition may have engaged in dual processing of the advocacy ad, the combined effect of message agreement suggests that central processing of the message may have played a larger role in determining attitude toward the brand and behavioral intentions in the low issue involvement condition (Bravo & Lee, 2019). As a result,

within the setting of social networking sites, brand attitude is projected to be a significant driver of brand purchase intention (Wang et al., 2019).

The link between brand attitude and purchase intent is not difficult to understand rationally (Villiers et al., 2014). Many companies anticipated that good audience experiences, such as delight, sparked by engaging content, would influence audiences' attitudes about the brand or sharing behavior (Choi et al., 2018). In fact, a person's attitude toward a stimulus can be improved simply by exposing them to it on a regular basis. When people paid less attention to the stimuli, the mere effects were more evident (Zhang & Yuan, 2018). Thus, a hypothesis can be made as follows:

H3. Consumers' attitudes towards a brand's social media presence would influence future purchase intentions from the brand.

2.5.3. Brand Familiarity

Customers' familiarity with a brand influences the number of consumer interactions with that brand. This research is more directly linked to specific brand recognition. Except in the event of unfavorable brand perceptions in the minds of consumers, it is logical to believe that increasing brand familiarity created sentiments of trust or better happiness in customers (Abrar et *al*., 2019). In fact, Guan et al., (2018) findings suggested that brand familiarity isn't a good proxy for being comfortable with service staff or interacting with a high-ranking salesperson. Because the control variables for previous interaction with a salesperson and the salesperson's seniority had no significant coefficients. In addition, when it comes to

selecting how to construct their return policies, merchants must consider both retailer brand familiarity and product categories (Jeng, 2017).

In other words, the main journal stated that brand familiarity examined a consumer's brand knowledge structure and led to processing behavior. Familiar and unfamiliar brands are stored differently in a consumer's memory. It was suggested that users who are familiar with a social media platform were more likely to rely on user-generated content for their online purchases than those who are unfamiliar (Mcclure & Seock, 2020). If clients are familiar with the brand, they are more likely to be interested in and comfortable purchasing online (Abrar et *al*., 2019). When an advocacy commercial elicited a high level of issue participation, the brand is more likely to be perceived positively, and consumers are more likely to buy the brand and engage in the activity encouraged in the ad (Bravo & Lee, 2019). The following research hypotheses are offered based on these findings:

H4. Consumer's brand familiarity will influence their involvement with a brand on social media.

2.6. Conceptual Framework of the Study

The framework of this research would explain the influence of the variable brand familiarity (X), involvement on brand's social media (Z1), attitude towards brand's social media (Z2) and future purchase intention (Y). Results based on previous research and the theory used the framework for this research is formed in the following figure:

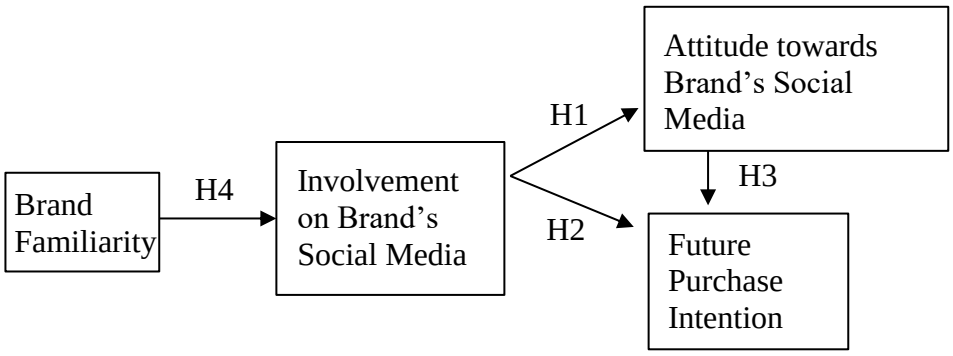

Figure 2.1. Research Model Framework

Source: Mcclure & Seock, 2020

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Location

The location of this research is in Indonesia without specific regional characteristics. The reason for choosing all over areas in Indonesia is because users of Somethinc products have expanded throughout Indonesia and even abroad, therefore data collection from all regions of Indonesia is expected to provide maximum results in answering the existing hypotheses.

3.2. Research Subject

Population

According to Sekaran et al. (2016) population is the entire group of people, events, or interesting things that researchers want to investigate. The population taken from this study were the Indonesian citizens who own and actively use Instagram social media in their daily lives.

Sample

A sample is a group of components that make up a small portion of the population. The sample, according to Sekaran et al. (2016), is a subset or subgroup of the population. The researcher's time, funding, and energy are limited if the population under investigation is too huge. The sample would

be taken from the population to accurately reflect the population. An active Instagram social media user who understands Somethinc's product would be the subject of this study's samples. According to (Hair et al, 2010) the number of samples is at least 5-10 times the number of indicators. The formula for determining the number of samples is as follows:

$$Sample = Number\ of\ Indicators \times 6$$

$$= 19 \times 6$$

$$= 114$$

Based on the above calculation, the minimum number of samples is 114 samples. However, to anticipate errors, the researchers distributed questionnaires to 250 respondents who were actively using social media Instagram. Questionnaires would be distributed to 250 respondents who actively use Instagram social media using Google Forms online. Researchers would provide written questions or statements to respondents related to research problems in simple and easy-to-understand language. Each statement or answer from the respondent had meaning in testing the predetermined hypothesis.

3.3. Operational Definition and Measurement of Variables

The variables that will be analyzed in this study are brand familiarity as the independent variables, then two mediating variables which are involvement on brand's social media and attitude on brand's social media that's affected by one independent variable and one dependent variable which is future purchase intention.

3.3.1. Involvement on Brand's Social Media

Personal desires, values, and interests influence customer engagement in a brand's social media (Huang et al., 2010). In this research, involvement on brand's social media refers to consumer's participation to the brand in brand's social media pages. This variable is measured by the following indicators (Mcclure & Seock, 2020):

- I frequently interact with other members of this brand's social media sites.
- I have an interactive communication with other members of this brand's social media sites.
- I cooperate with other members of this brand's social media sites.
- I am actively involved in the brand's social media sites.
- I spend a lot of time engaging in the brand's social media sites.
- I provide feedback related to participation in the brand's social media sites.

3.3.2. Attitudes towards Brand's Social Media

The perception about social media from the customer point of view (Huang et al., 2010). In this research, the attitude towards a brand's social media refers to interactivity and information on the social media page. This variable is measured by the following indicators (Mcclure & Seock, 2020):

- I like this brand's social media sites.

- I think this brand’s social media sites are reliable.
- I think this brand’s social media sites are friendly.
- I think this brand’s social media sites are valuable.
- I think this brand’s social media sites are of good quality.

3.3.3. Future Purchase Intention

Future purchase intention is defined as “A combination of their interest and the possibility of buying a product” (Manzoor et al., 2020). In this research, future purchase intention refers to the customer’s response after looking at the brand product. This variable is measured by the following indicators (Mcclure & Seock, 2020):

- In the future, I am very likely to purchase from this brand.
- I expect I will purchase this brand in the future.
- I intend to purchase this brand in the future.

3.3.4. Brand Familiarity

Customers' familiarity with a brand influences the amount of consumer interactions with that brand (Abrar et al., 2019). In this research, brand familiarity referred to the clarity of brand information. This variable is measured by the following indicators (Mcclure & Seock, 2020):

- I have heard of this brand before.
- I have made a purchase from this brand.

- I know what this brand stands for.
- I am familiar with this brand.
- I have a clear understanding of the person who would use this brand.

3.4. Types and Techniques of Data Collection

The data that are used in this study are primary and secondary data. Primary data is data obtained directly from the object of research by using a measurement or data retrieval tool directly on the subject as the source of the information sought. In this study, the data was obtained using a questionnaire distributed to 250 respondents. Secondary data is the data that is obtained from the journal references.

This study uses a quantitative approach. There are also types of samples selected in this study using non-probability sampling technique, which is purposive sampling. In practice, the sampling technique will be applied to respondents, the researcher takes those who fill out the questionnaire via Google Form. The respondents need to answer the questionnaires using Likert scale with the following score criterions:

a. Score 1 = Strongly Disagree
b. Score 2 = Disagree
c. Score 3 = Nearly Disagree
d. Score 4 = Nearly Agree
e. Score 5 = Agree
f. Score 6 = Strongly Agree

The type of questionnaire used by the researcher is a closed questionnaire that presents questions and answers so that respondents only can answer and provide limited responses to the existing answer choices. The structure of the questionnaire consists of three parts, namely:

a. Part One

   It contained descriptive analysis such as gender, area of origin, age, job, expenses, social media uses and online purchasing.

b. Part Two

   It contained variable questions such as brand familiarity, involvement on brand's social media, attitude towards brand's social media and future purchase intention.

3.5. Instrument Validity and Reliability Test

3.5.1. Validity

Validity testing can be done using the approach product moment correlation (r) and indicator test which is said to be valid if r count is greater and positive than r table (Ghozali, 2014), at the significance level 5%. There is also software assistance used in the form of SPSS with respondents at least 50 to approach the normal curve. Based on the analysis carried out, the test results are as follows:

Table 3.1 Validity Test

Variable	Indicator	r count	r table	Description

		n = 50		
Brand Familiarity	BF1	0.807	0.279	Valid
	BF2	0.801	0.279	Valid
	BF3	0.682	0.279	Valid
	BF4	0.906	0.279	Valid
	BF5	0.870	0.279	Valid
Involvement on Brand's Social Media	IBSM1	0.876	0.279	Valid
	IBSM2	0.882	0.279	Valid
	IBSM3	0.879	0.279	Valid
	IBSM4	0.837	0.279	Valid
	IBSM5	0.833	0.279	Valid
	IBSM6	0.877	0.279	Valid
Attitude Toward Brand's Social Media	ATT1	0.893	0.279	Valid
	ATT2	0.898	0.279	Valid
	ATT3	0.929	0.279	Valid
	ATT4	0.930	0.279	Valid
	ATT5	0.854	0.279	Valid
Future Purchase Intention	FPI1	0.925	0.279	Valid
	FPI2	0.953	0.279	Valid
	FPI3	0.973	0.279	Valid

3.5.2. Reliability

Reliability is a measurement that shows the extent to which the measurement is unbiased (error-free) and therefore guarantees consistent measurement across time and across various items in the instrument (Sekaran et al, 2016). The reliability test is determined by the value of Cronbach Alpha with a minimum value of 0.7 (70%). A questionnaire said reliable if it has a Cronbach Alpha value above that value.

Table 3.2 Reliability Test

Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Description
Brand Familiarity	0.859	0.7	Reliable
Involvement on Brand's Social Media	0.931	0.7	Reliable
Attitude Toward Brand's Social Media	0.942	0.7	Reliable
Future Purchase Intention	0.946	0.7	Reliable

Source: Data Processing, 2021

3.6. Data Analysis Method

A study of course required data analysis and interpretation. This is done with the aim of answering research questions in uncovering certain social

phenomena. Data analysis is an activity after data from all respondents or other data sources are collected for analysis according to the research pattern and the variables used will be researched. Therefore, the data were tested for validity and reliability using Confirmatory Factor Analysis (CFA) model and processed with the Analysis of Moment Structure (AMOS) application program version 20.0. Data can be declared valid if it meets the required standardized loading estimate more than or equal to 0.5 (50%) (Ghozali, 2014). As for testing the reliability of the data using construct reliability on the condition that it is said to be reliable if it is more than or equal to 0.7 (70%) (Ghozali, 2014).

3.6.1. Descriptive Analysis

Descriptive analysis is an analysis that provides an overview or description of data, converting raw data into useful information can be understood briefly and clearly with general conclusions. This descriptive analysis contained profiles of respondents or research subjects and or the characteristics of the data presented.

3.6.2. Statistics Tools

Statistical analysis is the use of statistical techniques in an analysis to prove proposed hypotheses. In this study, the tool used is Structural Equation Modeling (SEM). SEM is a combination of two separate statistical methods, namely the simultaneous equation method and factor analysis (Ghozali, 2014). This study used the AMOS 22.0 application program.

There are several stages carried out in SEM (Structural Equation Modeling) testing, namely:

1. Data Quality Test

a. Sample Size

The size of the sample has an important role in the interpretation of SEM results because this sample size provides the basis for estimating the sampling error. With an estimation model that uses Maximum Likelihood (ML), the minimum sample required is 100. When the sample is increased above the value of 100, it would increase the sensitivity in detecting differences between data. Thus, Ghozali (2014) recommended that a sample size be used between 100 to 200 samples.

b. Data Normality

The data obtained is then analyzed to determine whether the normality assumption is met, if it is fulfilled, it can be further processed for SEM modeling. The normality test was carried out to evaluate whether the data included in the standard normal distribution or close to it. Normality evaluation was carried out using a critical ratio skewness value of ± 2.58 at a significance level of 0.01. The data is said to be normally distributed if the critical ratio skewness value is below the value of 2.58 (Ghozali, 2014).

c. Outlier Evaluation

Outlier is a condition of observation of data that has characteristics that look much different from other observations and form extreme values,

either a single variable or a combination variable (Ghozali, 2014). Detection of multivariate outliers is done by considering the value of the mahalanobis distance. The criteria used are based on the Chi-square value on the degree of freedom at a significance level of $p < 0.001$ (Ghozali, 2014).

2. Confirmatory Factor Analysis Test

   Confirmatory Factor Analysis (CFA) is designed to examine the multidimensionality of a theoretical construct. This analysis is also used to test the validity of a theoretical construct. The latent variables used in the study were formed based on theoretical concepts with several indicators or manifests. This analysis aimed to test whether these indicators are valid indicators as a measure of latent constructs (Ghozali, 2014). The measurement of CFA is based on the validity and reliability test of the questionnaire items from the loading factor.

3. Assessing the Goodness-Of-Fit Criteria

   The next step is an assessment of conformity in the measurement of inputs used with model predictions or commonly called goodness-of-fit. Prior to this step, an evaluation of the suitability of the data with the assumptions in SEM has been carried out. After the suitability of the SEM assumption data has been evaluated, it is continued with the determination of the criteria used in the evaluation of the model and the effect shown in the model. The assessment is carried out to measure how

far the model used can explain the existing sample data based on the following assessments (Ghozali, 2014):

a. CMIN/DF

   CMIN/DF is the chi-square value divided by the degree of freedom. The ratio value in measuring fit is < 2 (Ghozali, 2014).

b. GFI

   The Goodness of Fit Index (GFI) is a non-statistical measure whose values range from 0 (poor fit) to 1.0 (perfect fit). A high value indicates a better fit. Many researchers recommended a value above 90% as a measure of fit (Ghozali, 2014).

c. RMSEA

   Root Mean Square Error of Approximation (RMSEA) is a measure that tries to improve the tendency of the chi-square statistic to reject models with large samples. The size of the RMSEA, if you want to be accepted, must meet the requirements between 0.05 to 0.08 (Ghozali, 2014).

d. AGFI

   Adjusted goodness-of-fit (AGFI) is a development of GFI that is adjusted to the ratio of the degree of freedom for the proposed model with the degree of freedom for the null model. The recommended value is the same or > 0.90 (Ghozali, 2014).

e. TLI

   The Tucker-Lewis Index (TLI) is a measure that combines parsimony measures into the comparative index between the proposed model and

the null model and the TLI value ranges from 0 to 1.0. The recommended TLI value is the same or > 0.90 (Ghozali, 2014).

f. NFI

NFI or normed fit index is a measure of the comparison between the proposed model and the null model. The NFI value varies from 0 (no fit at all) to 1.0 (perfect fit). As with the TLI there is no absolute value that can be used as a standard, but it is generally recommended to be equal to or > 0.90. From some of the explanations above, it can be concluded that the test values using the AMOS program are as follows:

Table 3.3 Goodness of Fit

No.	Goodness of Fit	Cut of Fit
1	CMIN/DF	< 2
2	GFI	> 90%
3	RMSEA	0.05 ≤ RMSEA ≥ 0.08
4	AGFI	≥ 0.90
5	TLI	≥ 0.90
6	NFI	≥ 0.90

Source: Ghozali, 2014

4. Model Modification

When the model has been declared acceptable, it can be considered to modify the model to improve the theoretical explanation or goodness-of-fit. If the model is modified, then the model must first be cross validated before the modification is accepted. Model measurement can be done

with modification indices whose value were the same as the decrease in Chi-Square if the coefficient is estimated (value equal to or >3.84 (Ghozali, 2014).

5. Hypothesis Testing

   The existing hypotheses had been tested by looking at the results of the analysis of the sign and magnitude of the significant value. If the sign is in accordance with the theory and the significant value is <0.05, then the hypothesis is accepted. Meanwhile, if the sign does not match the theory and the significant value is > 0.05, then the hypothesis is rejected.

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

This chapter presented the results of research on the impact of Somethinc's Instagram page on future purchase intention. The population in this study was the Indonesian people who actively used social media Instagram. The sampling technique that this research used was purposive sampling. Based on the previous sampling technique, the selected sample was at the right time and placed as many as 250 samples of active Instagram users throughout Indonesia. This study used primary data which was the source of research data obtained by researchers directly from the original source (without going through an intermediary) through a Google Form questionnaire with 250 respondents. The research analysis that used was Structural Equation Modeling (SEM) using the AMOS 22.0 program. Analysis used was an adjustment of the stages in the SEM analysis in the previous chapter. The evaluation of the SEM model would analyze to see the suitability of the proposed model. After the results of data processing had obtained, it would obtain proof of the previously developed hypothesis as a reference for concluding.

4.1. Respondent Profile

4.1.1. Characteristics of Respondents Based on Gender

Gender description in this study was used to describe the gender of the respondents. From the questionnaires that had been distributed, the data on the characteristics of respondents by gender were obtained as follows:

Table 4.1 Respondents Based on Gender

Description	Frequency	Percentage (%)
Male	49	19.6
Female	201	80.4
Total	250	100

Source: Data Processed, 2021

Table 4.1 explained that the majority of respondents in this research were female with a total of 201 respondents amounting to 80.4%, while male respondents with a total of 49 respondents by 19.6%.

4.1.2. Characteristics of Respondents Based on Origin

Origin description of this research is used to describe the respondent's place of residence. From the questionnaires that had been distributed, the data on the characteristics of respondents by origin were obtained as follows:

Table 4.2 Respondents Based on Origin

Description	Frequency	Percentage (%)
Aceh	1	.4
Bali	2	.8
DI Yogyakarta	165	66
Jambi	2	.8
West Java	18	7.2
Central Java	30	12
East Java	6	2.4

West Kalimantan	4	1.6
East Kalimantan	5	2
Lampung	4	1.6
North Maluku	1	.4
West Nusa Tenggara	1	.4
Riau	3	1.2
South Sulawesi	4	1.6
South Sumatera	4	1.6
Total	250	100

Source: Data Processed, 2021

Table 4.2 explained that most respondents in this research came from DI Yogyakarta with a total of 165 respondents amounting to 66%. The second most respondents came from Central Java with a total of 30 respondents or 12%, followed by West Java as many as 18 respondents or 7.2%, six respondents came from East Java with a percentage of 2.4% and five respondents came from East Kalimantan with a percentage of 2%. There were four provinces each represented by four respondents or equivalent to 6.4%, namely from West Kalimantan, Lampung, South Sulawesi, and South Sumatra. Three respondents came from Riau which was equal to 1.2%, followed by Bali and Jambi, each of which was represented by two respondents or equivalent to .16%. Closed from Aceh, North Maluku, and West Nusa Tenggara with each represented by one respondent or equivalent to .12%.

4.1.3. Characteristics of Respondents Based on Age

Age description of this research is used to describe the respondent's age. From the questionnaires that had been distributed, the data on the characteristics of respondents by age were obtained as follows:

Table 4.3 Respondents Based on Age

Description	Frequency	Percentage (%)
16-20 years old	80	32
21-25 years old	161	64.4
26-30 years old	6	2.4
31-35 years old	1	.4
36-40 years old	2	.8
Total	250	100

Source: Data Processed, 2021

Table 4.3 explained that the majority of respondents in this research are 21-25 years old with a total of 161 respondents amounting to 64.4%. Followed by the second-highest number of 80 respondents aged 16-20 years which was equivalent to 32%, six respondents aged 26-30 years which was equivalent to 2.4%, and two respondents which were equivalent to .8% in the age of 36-40 years. Respondents aged 31-35 years were the fewest participants with a total of one respondent which was equivalent to .4%.

4.1.4. Characteristics of Respondents Based on Occupation

Occupation description of this research is used to describe the respondent's job. From the questionnaires that had been distributed, the data on the characteristics of respondents by occupation were obtained as follows:

Table 4.4 Respondents Based on Occupation

Description	Frequency	Percentage (%)
Unemployed	1	.4
Freelance	12	4.8
Housewife	3	1.2
College Student	214	85.6
Private Employee	10	4
High School Student	8	3.2
Entrepreneur	2	.8
Total	250	100

Source: Data Processing, 2021

Table 4.4 explained that 85.6% of respondents mostly are college students represented by 214 respondents. Followed by 12 respondents which are equivalent to 4.8% were freelance, 10 respondents were working as private employees amounted to 4%, 3.2% of high school students were represented by eight respondents, three respondents were housewives which was equivalent to 1.2%, two respondents were entrepreneur amounted to .8% and only one respondent was unemployed represents .4%.

4.1.5. Characteristics of Respondents Based on Shopping Expenses

Shopping expenses description of this research is used to describe the respondent's shopping expenses. From the questionnaires that had been distributed, the data on the characteristics of respondents by shopping expenses were obtained as follows:

Table 4.5 Respondents Based on Shopping Expenses

Description	Frequency	Percentage (%)
<IDR 500,000	97	38.8
IDR 500,001-1,500,000	108	43.2
IDR 1,500,001-2,500,000	37	14.8
IDR 2,500,001-3,500,000	4	1.6
IDR 3,500,001-4,500,000	0	0
>IDR 4,500,000	4	1.6
Total	250	100

Source: Data Processing, 2021

Table 4.5 explained that the majority of respondents in this study spent money for shopping as much as IDR500,001-1,500,000 which represented by 108 respondents or equal to 43.2%. Followed by 97 respondents who spend less than IDR500,000 which were equivalent to 38.8%, 37 respondents who were equivalent to 14.8% respondent spent IDR1,500,001-2,500,000, four respondents spent IDR2,500,001-3,500,000 amounted to 1.6% and four last respondents spent more than IDR4,500,000 which are equivalent to 1.6%. None of the whole respondents

were spending IDR3,500,001-4,500,000 for shopping expenses which were equivalent to 0%.

4.1.6. Characteristics of Respondents Based on Online Purchasing

Online purchasing description of this research is used to describe the respondent's purchasing system. From the questionnaires that had been distributed, the data on the characteristics of respondents by online purchasing was obtained as follows:

Table 4.6 Respondents Based on Online Purchasing

Description	Frequency	Percentage (%)
Yes	248	99.2
No	2	.8
Total	250	100

Source: Data Processed, 2021

Table 4.6 explained 99.2% or equivalent to 248 respondents have made an online purchase and the remaining two respondents which were equivalent to .8% have never made an online purchase.

4.1.7. Characteristics of Respondents Based on Instagram User

Instagram user description of this research is used to describe the respondent's Instagram user. From the questionnaires that had been distributed, the data on the characteristics of respondents by the Instagram users was obtained as follows:

Table 4.7 Respondents Based on Instagram User

Description	Frequency	Percentage (%)
Yes	250	100
No	0	0
Total	250	100

Source: Data Processed, 2021

Table 4.7 explained that all respondents own and actively use Instagram with a percentage of 100% represented by 250 respondents. These results indicated that none of the respondents did not have Instagram.

4.1.8. Characteristics of Respondents Based on Instagram Usage Time

Instagram usage time description of this research is used to describe the respondent's Instagram usage time daily. From the questionnaires that had been distributed, the data on the characteristics of respondents by Instagram usage time was obtained as follows:

Table 4.8 Respondents Based on Instagram Usage Time

Description	Frequency	Percentage (%)
<3 hours/day	74	29.6
3-5 hours/day	116	46.4
6-8 hours/day	42	16.8
9-11 hours/day	14	5.6
>11 hours/day	4	1.6
Total	250	100

Source: Data Processed, 2021

Table 4.8 explained that the majority of respondents spend 3-5 hours per day using Instagram with a total of 46.4% represented by 116 respondents. Followed by 74 respondents which were equivalent to 29.6% spent less than three hours per day, 42 respondents spent 6-8 hours per day amounted to 16.8%, 14 respondents which were equivalent to 5.6% spent 9-11 hours per day and four respondents spent more than 11 hours per day using Instagram amounted to 1.6%.

4.1.9. Characteristics of Respondents Based on Brand Knowledge

Brand knowledge description of this research is used to describe the respondent's knowledge for brand Somethinc. From the questionnaires that had been distributed, the data on the characteristics of respondents by Somethinc's brand knowledge was obtained as follows:

Table 4.9 Respondents Based on Brand Knowledge

Description	Frequency	Percentage (%)
Yes	232	92.8
No	18	7.2
Total	250	100

Source: Data Processed, 2021

Table 4.9 explained that as many as 232 respondents or equivalent to 92.8% already knew the Somethinc brand before. The rest, as many as 18 respondents or equivalent to 7.2% did not knew the Somethinc brand.

4.1.10. Characteristics of Respondents Based on Instagram Visits

Instagram visits description of this research is used to describe whether the respondents have visited the @somethincofficial Instagram page or not. From the questionnaires that had been distributed, the data on the characteristics of respondents by Instagram visits were obtained as follows:

Table 4.10 Respondents Based on Instagram Visits

Description	Frequency	Percentage (%)
Ever	205	82
Never	45	18
Total	250	100

Source: Data Processed, 2021

Table 4.10 explained that 205 respondents or equivalent to 82% have visited the @somethincofficial Instagram page, while the remaining 45 respondents, or 18% have never visited the @somethincofficial Instagram page.

4.1.11. Characteristics of Respondents Based on Following Brand's Page

Following brand's page description of this research is used to describe whether the respondents have followed the @somethincofficial Instagram page or not. From the questionnaires that had been distributed, the data on the characteristics of respondents by following the brand's page was obtained as follows:

Table 4.11 Respondents Based on Following Brand's Page

Description	Frequency	Percentage (%)

Yes	86	34.4
No	164	65.6
Total	250	100

Source: Data Processed, 2021

Table 4.11 explained that 164 respondents have not followed Instagram @somethincofficial, which is equivalent to 65.6%, while the remaining 86 respondents have become Instagram followers @somethincofficial amounted to 34.4%.

4.2. Validity and Reliability Test

This test was carried out to see if the research data matched the requirements for being valid and reliable. There were 19 lists of statements in this study, one for each variable, with 250 respondents using the AMOS version 22 application.

Table 4.17 showed the results of the validity and reliability tests for each variable:

Table 4.17 Validity and Reliability Test of Each Variable

Variable	**Code**	***Factor Loading***	***Construct Reliability***
Involvement on Brand's	IB1	0,903	
Social Media	IB2	0,890	
	IB3	0,901	0,9619
	IB4	0,894	
	IB5	0,902	

	IB6	0,904	
Attitude towards Brand's	AT1	0,897	
Social Media	AT2	0,893	
	AT3	0,870	0,9454
	AT4	0,880	
	AT5	0,864	
Future Purchase Intention	PI1	0,906	
	PI2	0,881	0,9166
	PI3	0,872	
Brand Familiarity	BF1	0,884	
	BF2	0,890	
	BF3	0,895	0,9485
	BF4	0,875	
	BF5	0,891	

Source: Data Processed, 2021

The whole list of questions representing each variable being examined was used to test the validity of formal data using AMOS version 22. The data is regarded to be legitimate if the factor loading value is > 0.5, according to Ghozali (2017). The validity test revealed that with a value > 0.5, all question indications representing four variables were declared legitimate.

According to Ghozali (2017), test findings were considered credible if the construct reliability value is > 0.7. The C.R value in each variable was more than 0.7, according to the findings of this test. On the basis of these findings, it can be

concluded that the complete research instrument is trustworthy and suitable for use in this study.

Table 4.18 Goodness of fit Test Results for Each Variable

Goodness of fit index	*Cut-off value*	*Involvement on Brand's Social Media*	*Attitude towards Brand's Social Media*	*Future Purchase Intention*	*Brand Familiarity*
CMIN/DF	≤ 2.0	3,948	3,708	6,539	1,587
GFI	≥ 0.90	0,956	0,970	0,969	0,987
RMSEA	≤ 0.08	0,109	0,104	0,149	0,049
AGFI	≥ 0.90	0,897	0,911	0,906	0,961
TLI	≥ 0.90	0,974	0,976	0,969	0,995
NFI	≥ 0.90	0,970	0,984	0,976	0,993

Source: Data Processed, 2021

The results of measuring goodness of fit on the variables of brand familiarity, involvement on brand's social media, attitude toward brand's social media and future purchase intention are shown in Table 4.18, indicating that almost all research models were good fit, namely probability values, GFI, AGFI, RMSEA, CMIN/DF, TLI, and CFI are standard.

4.3. Descriptive Variables

The responses from the respondents were then examined based on the data collected to determine the answers to each variable. In this study, a Likert scale with

a lowest score of 1 and a highest score of 6 was used. As a result, the size of the respondent's assessment interval can be calculated as follows:

Lowest score = 1

Highest score = 6

Interval = $\frac{6-1}{6} = 0.83$

As a result, the following are the assessment limitations for each variable:

Table 4.19 Descriptive Variable Category

Interval	Category
1.00 – 1.82	Strongly Disagree
1.83 – 2.67	Disagree
2.668 – 3.51	Slightly Disagree
3.52– 4.35	Slightly Agree
4.36 – 5.19	Agree
> 5.20	Strongly Agree

Source: Data Processed, 2021

4.3.1. Descriptive Variables Brand Familiarity

Based on the responses to the brand familiarity questionnaires, it can be shown that the distribution of respondents' ratings is as shown in Table 4.20 below:

Table 4.20 Brand Familiarity

NO	Items	Mean	Category
1	I've heard of the brand Somethinc.	4.54	Agree

2	I once bought a product from the brand Somethinc	4.60	Agree
3	I know the brand Somethinc refers to a care and beauty product	4.55	Agree
4	I'm familiar with the brand Somethinc	4.50	Agree
5	I have a clear understanding of who will use the Somethinc brand	4.58	Agree
	Average Score	4.55	Agree

Source: Primary Data Processed, 2021

From the results of Table 4.20, all indicators got the same category results, namely, the respondents agreed with all the questions given because the mean results of each indicator were in the agreed interval. From these results, it can be concluded that the respondents had heard of the Somethinc brand before (mean=4.54). They have also purchased products from the Somethinc brand (mean=4.6). That way, they knew that the Somethinc brand referred to a care and beauty product (mean=4.55). Respondents were also familiar with this brand (mean=4.58). From their experience, respondents had a clear understanding of who would use the Somethinc brand (mean=4.58).

4.3.2. Descriptive Variables Involvement on Brand's Social Media

Based on the responses to the involvement on brand's social media questionnaires, it can be shown that the distribution of respondents' ratings is as shown in Table 4.21 below:

Table 4.21 Involvement on Brand's Social Media

NO	Items	Mean	Category
1	I often interact with other followers of Instagram Somethinc	4.44	Agree
2	I have interactive communication with other followers on Instagram Somethinc	4.45	Agree
3	I often cooperate in providing information with other followers of Instagram Somethinc	4.50	Agree
4	I am active on Instagram Somethinc like liking uploads, commenting and spreading the information to others	4.44	Agree
5	I spend a lot of time browsing Somethinc's Instagram	4.43	Agree
6	I provide feedback regarding the content presented on Instagram Somethinc	4.42	Agree
	Average Score	4.45	Agree

Source: Primary Data Processed, 2021

From Table 4.21, the mean results obtained from each indicator were in the agreed interval. Respondents felt that they often interacted with other followers on Instagram Somethinc (mean=4.44). They established interactive communication there (mean=4.45). The followers also often cooperated in providing information (mean=4.5). That way, they were active in liking, commenting, and sharing posts

on Somethinc's Instagram (mean=4.44). From these results, it can be concluded that respondents spent quite a lot of time browsing Instagram Somethinc (mean=4.43). They also liked to provide feedback regarding the content presented by Somethinc (mean=4.42).

4.3.3. Descriptive Variables Attitudes towards Brand's Social Media

Based on the responses to the attitudes towards brand's social media questionnaires, it can be shown that the distribution of respondents' ratings is as shown in Table 4.22 below:

Table 4.22 Attitudes towards Brand's Social Media

NO	Items	Mean	Category
1	I like Instagram Somethinc	4.62	Agree
2	I think Somethinc's Instagram is reliable	4.51	Agree
3	In my opinion, Instagram Somethinc has a good delivery when interacting with followers (followers)	4.55	Agree
4	In my opinion, Instagram Somethinc has an important role when I need information related to its products	4.57	Agree
5	In my opinion, Somethinc Instagram has good content quality	4.53	Agree
	Average Score	4.56	Agree

Source: Primary Data Processed, 2021

The results shown in Table 4.22 showed that all indicators were in the agree category interval. Respondents liked the Somethinc Instagram account (mean=4.62) because they felt that the account was trustworthy (mean=4.51). They considered Instagram Somethinc had a good delivery when interacting with their followers (mean=4.55). In providing information related to their products, they agreed that Instagram Somethinc had an important role in this (mean=4.57) because the account had good quality content (mean=4.53).

4.3.4. Descriptive Variables Future Purchase Intention

Based on the responses to the future purchase intention questionnaires, it can be shown that the distribution of respondents' ratings is as shown in Table 4.23 below:

Table 4.23 Future Purchase Intention

NO	Items	Mean	Category
1	In the future, I will buy products from Somethinc	4.38	Agree
2	I really hope to be able to buy Somethinc products in the future	4.36	Agree
3	I have the intention to buy Somethinc products in the future	4.44	Agree
	Average Score	4.39	Agree

Source: Primary Data Processed, 2021

From Table 4.23 above, it can be concluded that respondents had high expectations (mean=4.36) to buy products from Somethinc in the future (mean=4.38). That way, it can be ascertained that the respondent had the intention to buy Somethinc products in the future (mean=4.44).

4.4. Structural Research Model Test

Table 4.24 summarized the results of the structural model's validity and reliability tests:

Table 4.24 Structural Model Validity and Reliability Test

Variable	Code	*Factor Loading*	Description	*Construct Reliability*	Description
Involvement on	IB1	0,903	Valid		
Brand's Social	IB2	0,889	Valid		
Media	IB3	0,903	Valid		
	IB4	0,896	Valid	0,9614	Reliable
	IB5	0,896	Valid		
	IB6	0,900	Valid		
Attitude towards	AT1	0,890	Valid		
Brand's Social	AT2	0,886	Valid		
Media	AT3	0,879	Valid	0,9450	Reliable
	AT4	0,881	Valid		
	AT5	0,865	Valid		
	PI1	0,939	Valid	0,9152	Reliable

Future Purchase	PI2	0,858	Valid		
Intention	PI3	0,855	Valid		
Brand Familiarity	BF1	0,882	Valid		
	BF2	0,892	Valid		
	BF3	0,894	Valid	0,9486	Reliable
	BF4	0,880	Valid		
	BF5	0,888	Valid		

Source: Data Processed, 2021

According to Table 4.24, the CFA validity test results showed that the factor loading value on all variable items is greater than 0.5, and the construct reliability value of each variable is greater than 0.7, indicating that all items were valid, and the variables were reliable, and the results of this analysis can be used for the next test.

4.5. SEM Data Analysis

The data analysis technique employed in this study is Structural Equation Modeling (SEM), which is operated using the AMOS 22 application, in accordance with the model produced in this study. The AMOS 22 program displays structural measures and issues for analyzing and testing the hypothesis model.

1. **Theoretical Model Development**

   The construction of the model in this study is based on the notion of data analysis, which was discussed in Chapter II. In general, the model comprises an exogenous (independent) variable, Brand Familiarity, and an endogenous

(dependent) variable, Involvement on Brand's Social Media, Attitude Toward Brand's Social Media and Future Purchase Intention.

2. Compile the Path Diagram

Following the development of the theory-lined model, the following stage is to compile the model in the form of a flow chart to make the causality relationships that would evaluate simpler to perceive. Arrows described relationships between constructs in flowcharts. Straight arrows illustrated a direct causal relationship between constructions with other constructs. In SEM, a structural model is used to measure the relationship between variables. A path diagram for SEM is built based on the existing theoretical foundation:

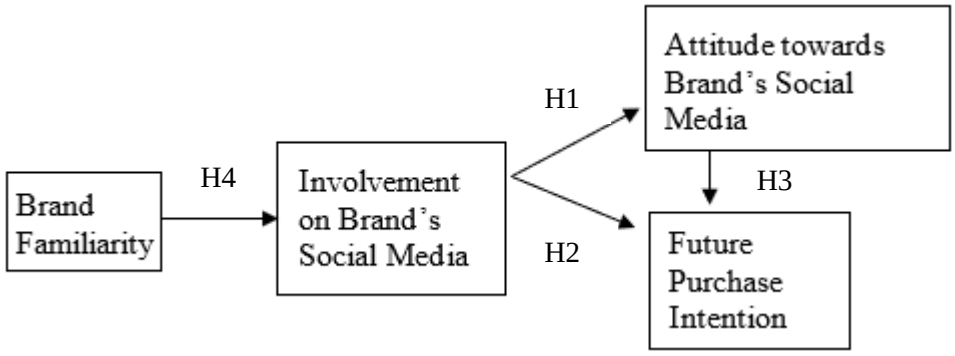

Figure 4.1 Path Diagram

Source: McClure & Seock, 2020

3. Converting Path Diagrams to Structural Equations

The flowchart is then converted into equations, both structural and measurement model equations, in the third stage.

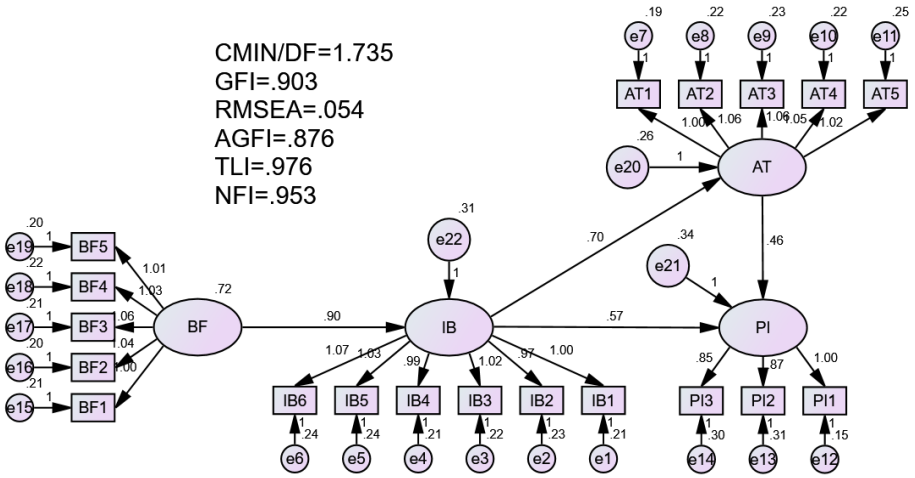

Figure 4.2 Structural Equation Model

4. Matrix Input and Structural Evaluation

Covariance and correlation are the input matrices. The maximum likelihood (ML) estimate was employed as the estimation model. The following assumptions were used to calculate the ML estimate:

a. Sample Size

The amount of data samples used was sufficient to meet the SEM requirement of 250. This is in line with the suggested quantity of data, which is 100-200.

b. Assessment of Normality

The normality test in AMOS output is done by comparing the C.R (critical ratio) value in the normality assessment with a critical value of 2.58 at the 0.01 level.

Table 4.25 Assessment of Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
BF5	1.000	6.000	-.642	-4.145	.542	1.748
BF4	1.000	6.000	-.424	-2.736	.112	.361
BF3	1.000	6.000	-.478	-3.085	.003	.010
BF2	1.000	6.000	-.574	-3.702	.039	.126
BF1	1.000	6.000	-.353	-2.279	-.010	-.032
PI3	1.000	6.000	-.324	-2.090	-.362	-1.167
PI2	1.000	6.000	-.435	-2.805	-.271	-.876
PI1	1.000	6.000	-.475	-3.063	-.305	-.983
AT5	1.000	6.000	-.585	-3.775	.258	.833
AT4	1.000	6.000	-.580	-3.742	.116	.374
AT3	1.000	6.000	-.432	-2.786	-.281	-.908
AT2	1.000	6.000	-.360	-2.324	-.422	-1.361
AT1	1.000	6.000	-.649	-4.189	.811	2.618
IB6	1.000	6.000	-.392	-2.533	-.455	-1.470
IB5	2.000	6.000	-.280	-1.809	-.737	-2.378
IB4	1.000	6.000	-.302	-1.950	-.305	-.984
IB3	1.000	6.000	-.536	-3.463	-.270	-.871
IB2	1.000	6.000	-.550	-3.548	-.077	-.250
IB1	1.000	6.000	-.385	-2.488	-.131	-.422
Multivariate					-8.902	-2.491

Source: Data Processed, 2021

The critical ratio (C.R) values for kurtosis (curlness) and skewness were in the range of 2.58 in the normality test table, indicating that most univariate normality tests were normally distributed. Meanwhile, the data met the normal assumption multivariate because the value of -2.491 was within the range of 2.58.

c. Outliers

The output of AMOS **Mahalanobis Distance** can be used to evaluate multivariate outliers. The criteria were applied at the p 0.001 level. X2 in degrees of freedom equal to the number of measurable variables utilized in the study is used to calculate the distance. In this situation, the variable is 19, so enter the probability in the **Insert – Function – CHIINV** sub-menu of the excel software, and the total number of measured variables is 43,820. All data/cases with a total number of variables greater than 43,820 are considered multivariate outliers.

Table 4.26 Outliers Test

Observation number	Mahalanobis d-squared	p1	p2
15	42.753	.001	.296
220	38.071	.006	.427
76	37.248	.007	.282
224	32.661	.026	.896
235	32.509	.027	.816
240	31.733	.033	.845

Observation number	Mahalanobis d-squared	p1	p2
139	31.616	.035	.762
75	30.234	.049	.925
38	29.260	.062	.975
145	28.981	.066	.972
24	27.989	.084	.995
39	27.582	.092	.997
72	26.943	.106	.999
105	26.942	.106	.998
245	26.942	.106	.996
229	26.253	.123	.999
111	25.821	.135	1.000
3	25.757	.137	1.000
29	25.622	.141	.999
104	25.515	.144	.999
36	24.874	.165	1.000
133	24.677	.171	1.000
231	24.677	.171	1.000
230	24.548	.176	1.000
78	24.544	.176	1.000
37	24.160	.190	1.000
116	23.979	.197	1.000

Observation number	Mahalanobis d-squared	p1	p2
130	23.940	.198	1.000
74	23.889	.200	1.000
65	23.873	.201	1.000
120	23.800	.204	1.000
228	23.779	.205	.999
209	23.736	.206	.999
16	23.686	.208	.999
31	23.518	.215	.999
122	23.431	.219	.999
205	23.362	.222	.999
83	23.317	.224	.998
222	23.193	.229	.998
63	23.081	.234	.998
6	23.052	.235	.998
67	22.939	.240	.998
167	22.939	.240	.996
73	22.908	.241	.995
143	22.905	.242	.992
180	22.885	.242	.989
165	22.745	.249	.991
216	22.679	.252	.989

Observation number	Mahalanobis d-squared	p1	p2
202	22.604	.255	.989
211	22.573	.257	.985
103	22.548	.258	.980
33	22.539	.258	.973
48	22.410	.264	.976
178	22.403	.265	.967
18	22.162	.276	.982
142	22.108	.279	.979
44	22.087	.280	.973
28	22.053	.282	.967
4	22.023	.283	.960
232	21.937	.287	.960
148	21.666	.301	.981
99	21.638	.303	.976
199	21.638	.303	.967
177	21.603	.304	.960
141	21.600	.305	.947
97	21.558	.307	.939
197	21.400	.315	.954
2	21.343	.318	.951
53	21.343	.318	.935

Observation number	Mahalanobis d-squared	p1	p2
49	21.280	.322	.931
124	21.260	.323	.916
163	21.260	.323	.893
80	21.256	.323	.867
147	21.236	.324	.844
26	21.168	.328	.841
174	21.146	.329	.816
219	21.050	.334	.826
81	21.023	.336	.803
1	21.019	.336	.766
239	21.015	.336	.725
20	21.013	.336	.679
32	20.922	.341	.691
114	20.895	.343	.661
5	20.829	.346	.657
35	20.808	.348	.622
227	20.805	.348	.572
88	20.772	.350	.544
188	20.772	.350	.491
201	20.737	.352	.465
30	20.729	.352	.418

Observation number	Mahalanobis d-squared	p1	p2
27	20.710	.353	.381
59	20.635	.357	.385
70	20.609	.359	.354
170	20.609	.359	.307
153	20.581	.360	.280
129	20.538	.363	.264
113	20.477	.366	.259
51	20.438	.369	.241
151	20.076	.390	.447
159	20.058	.391	.410

Source: Data Processed, 2021

The value of Mahalanobis Distance is shown in the Table, and no detectable value greater than 43,820 can be found in the analyzed data. As a result, the data can be determined to be **free of outliers.**

5. Identification of Structural Model

Examining the estimation findings is one technique to check if there is an identifying problem. Only if the results of model identification demonstrate that the model is in the over-identified group may SEM analysis be performed. This is done by looking at the df value of the model that was built.

Table 4.27 Computation of Degrees Freedom (Default Model)

Number of distinct sample moments:	190

Number of distinct parameters to be estimated:	42
Degrees of freedom (190 – 42):	148

Source: Data Processed, 2021

The df model value is 162 in the results. Because the model had a positive df value, it fell into the category of over-identification. As a result, data analysis could progress to the next stage.

6. Assessing the Goodness of Fit Criteria

The fundamental purpose of SEM is to determine how well the hypothesized model "fits" or corresponds to the sample data. The following data depicted the goodness of fit results.

Table 4.28 Goodness of Fit Index Test Result

Goodness of fit index	Cut-off value	Research Model	Model
CMIN/DF	≤ 2.0	1,735	Good Fit
GFI	≥ 0.90	0,903	Good Fit
RMSEA	≤ 0.08	0,054	Good Fit
AGFI	≥ 0.90	0,876	Marginal Fit
TLI	≥ 0.90	0,976	Good Fit
NFI	≥ 0.90	0,953	Good Fit

Source: Data Processed, 2021

Based on the results in table 4.28, it can be observed that there was a criterion index that showed the marginal fit research model in the measurement of goodness of fit above. Nonetheless, because the values of CMIN/DF, GFI,

RMSEA, TLI, and NFI meet the fit criteria, the model suggested in this study was still acceptable.

7. Interpret and Modify the Model

If the model does not suit the data, you can perform the following steps:

1. Add dashes to the model to make it more realistic
2. If data is available, add a variable
3. Reduce the number of variables

The model modification carried out in this work is based on Arbukle's theory, which explained how to modify a model by looking at the Modification Indices given by AMOS 22. The findings suggested that the model is correct, thus there is no need to change it.

8. Hypothesis Test Result

a. Direct Influence

The table below depicted the statistical testing procedure. From data processing, there is a positive link between variables if C.R is greater than 1.96 and the p-value is less than 0.05 (Ghozali, 2016).

Table 4.29 Hypothesis Testing Result

No	Hypothesis	Estimate	P	Limit	Description
1	Consumer's brand familiarity will influence their involvement with a brand on social media	0,904	0,000	0,05	Significant
2	Consumers' involvement with a brand on social media will	0,703	0,000	0,05	Significant

	influence their attitude towards a brand's social media presence				
3	Consumers' involvement with a brand on social media will influence their future purchase intention from the brand	0,574	0,000	0,05	Significant
4	Consumers' attitude towards a brand's social media presence will influence future purchase intentions from the brand	0,455	0,000	0,05	Significant

Source: Data Processed, 2021

The results of the regression weight test are shown in the table above, and it could be used to explain the coefficient of effect between the connected variables. The results of the regression weight analysis are as follows:

a. The Influence of Brand Familiarity on Involvement on Brand's Social Media

   The regression weight coefficient's estimated parameter value is 0.904, indicating that the link between brand familiarity and involvement on brand's social media is positive. This suggested that the larger the brand familiarity, the bigger the involvement on brand's social media. The hypothesis that "Consumer's brand familiarity will influence their involvement with a brand on social media" is supported and can be stated if there is an influence between brand familiarity and involvement on brand's

social media. Testing the relationship between the two variables showed a probability value of 0.000 (p0.05).

b. The Influence of Involvement on Brand's Social Media on Attitude towards Brand's Social Media

   The regression weight coefficient's estimated parameter value is 0.703, indicating that there is a positive link between involvement on brand's social media and attitude towards brand's social media. This suggested that the more the involvement on brand's social media, the better the attitude towards brand's social media. The hypothesis that "Consumers' involvement with a brand on social media will influence their attitude toward a brand's social media presence" is supported.

c. The Influence of Involvement on Brand's Social Media on Future Purchase Intention

   The regression weight coefficient's estimated parameter value is 0.574, indicating that the association between involvement on brand's social media and future purchase intention is positive. This indicated that the more active a user is on a brand's social media pages, the more likely they are to make a purchase in the future. The hypothesis that "Consumers' involvement with a brand on social media will influence their future purchase intention from the brand" is supported.

d. The Influence of Attitude towards Brand's Social Media on Future Purchase Intention

The regression weight coefficient's estimated parameter value is 0.455, indicating that the link between attitude towards brand’s social media and future purchase intention is positive. This suggested that the more positive a person's attitude about a brand's social media, the more likely they are to make a purchase in the future. The hypothesis that "Consumers' attitude toward a brand's social media presence will influence future purchase intentions from the brand" is supported.

4.6. Discussion

4.6.1. The Influence of Brand Familiarity on Involvement on Brand's Social Media

The estimated parameter value of the regression weight coefficient is 0.904. This showed that the relationship between brand familiarity and involvement on brand's social media was positive. This finding was in line with the previous research from Mcclure & Seock (2020), which showed that brand familiarity had a significant impact on involvement on brand’s social media. It meant that the better the brand familiarity, the greater the involvement on brand's social media. As an additional research, Abrar et *al*. (2019) explained that customer were more likely to be interested in and comfortable shopping online if they were familiar with the brand.

4.6.2. The Influence of Involvement on Brand's Social Media on Attitude towards Brand's Social Media

The estimated parameter value of the regression weight coefficient is 0.703. This showed that the relationship between involvement on brand's social media and attitude towards brand's social media was positive. This finding was in line with the previous research from Mcclure & Seock (2020), which showed that involvement on brand's social media had a significant impact on attitude towards brand's social media. It meant that the better the involvement on brand's social media, the better the attitude towards brand's social media. As an addition, research done by Kordi Ghasrodashti (2018) stated that consumers are more inclined to transfer brands when they discovered more enticing things from other producers, especially if they had a positive attitude toward brand switching.

4.6.3. The Influence of Involvement on Brand's Social Media on Future Purchase Intention

The estimated parameter value of the regression weight coefficient is 0.574. This showed that the relationship between involvement on brand's social media and future purchase intention is positive. This is in line with the previous research from Poturak & Softić (2019) that mentioned there is a significant impact between involvement on brand's social media on future purchase intention. It meant that the better the involvement on brand's social media it would increase the future purchase intention.

4.6.4. The Influence of Attitude towards Brand's Social Media on Future Purchase Intention

The estimated parameter value of the regression weight coefficient is 0.455. This showed that the relationship between attitude towards brand's social media and future purchase intention is positive. This finding was in line with the previous research from Mcclure & Seock (2020), which showed that attitude towards brand's social media has a significant impact on future purchase intention. It meant that the better the attitude towards brand's social media, it would increase the future purchase intention. As an addition, research done by Wang et *al*. (2019) showed that brand attitude is expected to be a significant driver of brand purchase intention in the context of social networking platforms.

Based on the findings of the four-variable analysis, the overall effect, direct effect, and indirect effect are then calculated using the four variables, as shown in table 4.30:

Table 4.30 Effect of Independent Variables

	Standardized Total Effect				**Standardized Direct Effect**				**Standardized Indirect Effect**			
	BF	**IB**	**AT**	**PI**	**BF**	**IB**	**AT**	**PI**	**BF**	**IB**	**AT**	**PI**
IB	.808	.000	.000	.000	.808	.000	.000	.000	.000	.000	.000	.000
AT	.642	.795	.000	.000	.000	.795	.000	.000	.642	.000	.000	.000
PI	.649	.804	.362	.000	.000	.516	.362	.000	.649	.288	.000	.000

Source: Data Processed, 2021

It can be seen in Table 4.30 that the total effect of the brand familiarity variable to involvement on brand's social media is 0.808. Then, the amount of the total effect is then equal to the direct effect's value. As a result, it can be inferred that 80.8% of brand familiarity is driven by involvement on brand's social media.

The total effect of brand familiarity to attitude towards brand's social media is 0.642 which equal to the indirect effect of brand familiarity to attitude towards brand's social media. As a result, it can be calculated that 64.2% of brand familiarity is driven by attitude towards brand's social media.

The total effect of brand familiarity to future purchase intention is 0.649 which equal with the indirect effect of brand familiarity to future purchase intention. It meant that 64.9% of brand familiarity is driven by future purchase intention.

In the table 4.30, it is stated that the total effect of involvement on brand's social media to attitude towards brand's social media has the same amount with the direct effect of involvement on brand's social media to attitude towards brand's social media which is amounted to 0.795 or equal with 79.5%.

For the variable involvement on brand's social media to future purchase intention, the total effect is 0.804 or equal to 80.4%. The direct effect of these variable is 0.516 or equal to 51.6% and the indirect effect is 0.288 or equal to 28.8%.

Table 4.30 also showed that the total effect of attitude towards brand's social media to future purchase intention has the same amount with the direct effect which is 0.362 or equal to 36.2%.

CHAPTER V

CONCLUSION

5.1. Conclusion

The following conclusions and recommendations were drawn based on the results of the analysis obtained in the research entitled “The Importance of Involvement: Examining The Impact of Somethinc’s Instagram Page on Future Purchase Intention” by using SEM (Structural Equation Modeling) analysis through the distribution of questionnaires to 250 respondents in Indonesia who had and actively used Instagram social media:

1. Involvement on a brand’s social media positively influences attitude towards the brand’s social media. This indicated that how customers reacted to Somethinc's Instagram account was determined by how active they were in interacting with the page.
2. Involvement on a brand’s social media positively influenced future purchase intention. This indicated that the more engaged consumers were on the Somethinc Instagram account page, the more likely they were to purchase Somethinc’s products in the future.
3. Attitude towards a brand’s social media positively influenced future purchase intention. This indicated that the more positive consumers' perspectives on the Somethinc Instagram account, the more likely they were to purchase Somethinc products in the future.

4. Brand familiarity positively influenced and was significant to consumer involvement on brand’s social media. This indicated that the more people were familiar with the Somethinc brand, the more active they rarely would on the Somethinc Instagram account.

5.2. Benefit and Managerial Implication

This research can be utilized as input and consideration by the Somethinc company to maximize the usage of social media, particularly on Instagram profiles, after it has been analyzed and discussed. This is helpful for making marketing strategies that will drive customers to purchase the product in the future. This company must keep in mind when developing content for social media, particularly Instagram, that consumers' future purchasing decisions are still influenced by the elements outlined above (brand familiarity, consumer involvement, and consumer attitude). Despite earlier research claiming that consumer involvement does not influence future purchase intentions, the sample in this study proves otherwise. The average score is 4.45, which falls into the "agree" classification. As a result, the more active consumers are in participating on Somethinc’s Instagram account, the greater the chance of purchasing products in the future.

5.3. Limitation and Recommendation

After examining and presenting the previous chapter's topic, the author made the following recommendations:

1. Somethinc company should raise these variables in advertising on Instagram to further improve customer purchase decisions in the future for these products, based on the results of the acceptance of all hypotheses with positive and significant effects.
2. Based on descriptive statistical data from the processing findings in this study, it is suggested that the company should focus on increasing interaction with followers on the Somethinc Instagram account, which has the lowest mean result compared to other variables.
3. There are still limits to this study, which are limited to Somethinc's Instagram account. Further research is intended to be able to compare several social media accounts owned by Somethinc to determine which social media account can improve sales the most. Furthermore, the future study may be able to improve this research model by including a brand image variable.

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ATTACHMENT

Attachment 1

RESEARCH QUESTIONER

"The Importance of Involvement: Examining The Impact of Somethinc's Instagram Page on Purchase Intention"

Assalamualaikum Wr. Wb.

Perkenalkan, saya Ulfah Windria Khoirunnisaa', mahasiswi dari Jurusan Management Program Internasional, Fakultas Bisnis dan Ekonomika, Universitas Islam Indonesia, Yogyakarta.

Saat ini saya sedang melaksanakan penelitian guna melengkapi tugas akhir. Tujuan penelitian saya adalah untuk mengetahui dampak halaman Instagram @somethincofficial terhadap niat beli konsumen. Berkenaan dengan hal tersebut, saya meminta kesediaan Saudara/i untuk mengisi kuesioner ini. Identitas Saudara/i akan dirahasiakan. Atas kerjasama dan kesediaannya, saya ucapkan terima kasih.

Wassalamualaikum Wr. Wb.

QUESTIONNAIRE

Dengan berkembangnya teknologi, banyak bisnis menggunakan sosial media sebagai wadah untuk mengembangkan bisnisnya dan meningkatkan minat daya beli konsumen. Sosial media merupakan platform untuk pertukaran konten antar individu. Oleh karena itu, keterlibatan konsumen dan keakraban merek yang didapat bisa memberikan dampak ke minat daya beli konsumen terhadap merek khususnya produk dari Somethinc. *Purchase intention* (minat daya beli) merupakan kombinasi dari keinginan mereka and kemungkinan dalam membeli produk (Baig et al., 2020). Pernyataan- pernyataan dibawah ini berkaitan dengan keterlibatan di sosial media dan keakraban dengan produk Somethinc yang didapat serta pengaruhnya dalam menentukan untuk membeli produknya kembali.

BAGIA

N A

1. Apa jenis kelamin Anda?

- Perempuan
- Laki-laki

2. Dimana Provinsi Anda tinggal?

- 34 provinsi

3. Berapakah usia anda?

- < 16 tahun
- 16-20 tahun

- 21-25 tahun
- 26-30 tahun
- 31-35 tahun
- 35-40 tahun
- > 40 tahun

4. Apa pekerjaan Anda saat ini?

- Pelajar
- Mahasiswa
- ASN
- Pegawai Swasta
- Wiraswasta
- Ibu Rumah Tangga
- Freelance
- Lainnya, sebutkan…

5. Berapakah pengeluaran anda per bulan untuk berbelanja?

- < Rp500.000
- Rp500.000 - Rp1.500.000
- Rp1.500.001 – Rp2.500.000
- Rp2.500.001 – Rp3.500.000
- Rp3.500.001 – Rp4.500.000
- > Rp4.500.000

6. Apakah Anda pernah melakukan pembelian secara online?

- Pernah

- Tidak pernah

7. Apakah Anda memiliki akun sosial media?

- Punya
- Tidak punya

8. Jika punya, situs jejaring sosial apa yang sering anda kunjungi?

- Facebook
- Twitter
- Instagram
- Tik-tok
- Lainnya, sebutkan…

BAGIAN B

Instruksi: Mohon Anda memberi tanda contreng (√) nomor yang disediakan sesuai dengan penilaian anda dan prioritas anda dalam menilai setiap item pertanyaan. Pertanyaan-pertanyaan berikut memiliki 6 alternatif jawaban, silahkan tandai salah satu dari keenam pilihan jawaban tersebut.

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 =Agak Tidak Setuju (ATS)

4 = Agak Setuju (AS)

5 = Setuju (S)

6 = Sangat Setuju (SS)

Instruksi: Pertanyaan-pertanyaan berikut memiliki 6 alternatif jawaban, silahkan tandai salah satu dari keenam pilihan jawaban tersebut.

1 = Sangat Tidak Setuju (STS) **3 = Agak Tidak Setuju (AT)** **5 = Setuju (S)**

2 = Tidak Setuju (TS) **4 = Agak Setuju (AS)** **6 = Sangat Setuju (SS)**

No	Item Pertanyaan	Alternative Jawaban

PERNYATAAN DIBAWAH INI TERKAIT DENGAN PENGETAHUAN AKAN MEREK SOMETHINC							
	Brand Familiarity (BF)	**STS**	**TS**	**ATS**	**AS**	**S**	***SS***
1	Saya pernah mendengar merek Somethinc	1	2	3	4	5	6
2	Saya pernah membeli produk dari merek Somethinc	1	2	3	4	5	6
3	Saya tahu merek Somethinc merujuk kepada sebuah produk perawatan dan kecantikan	1	2	3	4	5	6
4	Saya sudah akrab dengan merek Somethinc	1	2	3	4	5	6
5	Saya memiliki pemahaman yang jelas tentang siapa yang akan menggunakan merek Somethinc	1	2	3	4	5	6

Instruksi: Pertanyaan-pertanyaan berikut memiliki 6 alternatif jawaban, silahkan tandai salah satu dari keenam pilihan jawaban tersebut.

1 = Sangat Tidak Setuju (STS) **3 = Agak Tidak Setuju (AT)** **5 = Setuju (S)**

2 = Tidak Setuju (TS) **4 = Agak Setuju (AS)** **6 = Sangat Setuju (SS)**

No	**Item Pertanyaan**	**Alternative Jawaban**					
PERNYATAAN DIBAWAH INI TERKAIT DENGAN KETERLIBATAN KONSUMEN DI INSTAGRAM SOMETHINC							
Involvement on brand's social media (IBSM)		**STS**	**TS**	**ATS**	**AS**	**S**	**SS**
1	Saya sering berinteraksi dengan pengikut lain dari Instagram Somethinc	1	2	3	4	5	6

2	Saya menjalin komunikasi yang interaktif dengan pengikut lain di Instagram Somethinc	1	2	3	4	5	6
3	Saya sering bekerja sama dalam memberikan informasi dengan pengikut lain dari Insagram Somethinc	1	2	3	4	5	6
4	Saya aktif dalam Instagram Somethinc seperti menyukai unggahan, berkomentar dan menyebarkan informasi tersebut kepada orang lain	1	2	3	4	5	6
5	Saya menghabiskan banyak waktu untuk menjelajahi Instagram Somethinc	1	2	3	4	5	6
6	Saya memberikan masukan (*feedback*) terkait konten yang disajikan dalam Instagram Somethinc	1	2	3	4	5	6

Instruksi: Pertanyaan-pertanyaan berikut memiliki 6 alternatif jawaban, silahkan tandai salah satu dari keenam pilihan jawaban tersebut.

1 = Sangat Tidak Setuju (STS) **3 = Agak Tidak Setuju (AT)** **5 = Setuju (S)**

2 = Tidak Setuju (TS) **4 = Agak Setuju (AS)** **6 = Sangat Setuju (SS)**

No	**Item Pertanyaan**	**Alternative Jawaban**					
PERNYATAAN DIBAWAH INI TERKAIT DENGAN PERSEPSI KONSUMEN TERHADAP INSTAGRAM SOMETHINC							
Attitudes toward brand's social media (ATT)		**STS**	**TS**	**ATS**	**AS**	**S**	**SS**
1	Saya menyukai Instagram Somethinc	1	2	3	4	5	6
2	Menurut saya, Instagram Somethinc dapat diandalkan	1	2	3	4	5	6
3	Menurut saya, Instagram Somethinc memiliki penyampaian yang baik saat berinteraksi dengan pengikutnya	1	2	3	4	5	6

4	Menurut saya, Instagram Somethinc memiliki peran penting saat saya membutuhkan informasi terkait dengan produknya	1	2	3	4	5	6
5	Menurut saya, Instagram Somethinc memiliki kualitas konten yang baik	1	2	3	4	5	6

Instruksi: Pertanyaan-pertanyaan berikut memiliki 6 alternatif jawaban, silahkan tandai salah satu dari keenam pilihan jawaban tersebut.

1 = Sangat Tidak Setuju (STS) **3 = Agak Tidak Setuju (AT)** **5 = Setuju (S)**

2 = Tidak Setuju (TS) **4 = Agak Setuju (AS)** **6 = Sangat Setuju (SS)**

No	**Item Pertanyaan**	**Alternative Jawaban**					
PERNYATAAN DIBAWAH INI TERKAIT DENGAN KEINGINAN UNTUK MEMBELI PRODUK SOMETHINC							
	Future Purchase Intention (FPI)	**STS**	**TS**	**ATS**	**AS**	**S**	**SS**

1	Di masa mendatang, saya akan membeli produk dari Somethinc	1	2	3	4	5	6
2	Besar harapan saya untuk dapat membeli produk Somethinc di masa mendatang	1	2	3	4	5	6
3	Saya memiliki niat untuk membeli produk Somethinc di masa mendatang	1	2	3	4	5	6

Attachment 2
Tabulation of Data

BF1	BF2	BF3	BF4	BF5	IB1	IB2	IB3	IB4	IB5	IB6	AT1	AT2	AT3	AT4	AT5	PI1	PI2	PI3
5	6	5	5	5	6	5	5	6	5	6	6	5	6	6	5	5	6	5
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5	4	5	4	4	5	5	5	6	5	5	5	5	4	4	5	5	4	4
6	6	6	6	5	6	5	6	6	5	5	5	5	6	6	5	6	5	5
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5	5	4	4	5	6	6	5	6	6	6	4	4	4	4	5	5	5	4
5	6	6	5	5	5	6	6	5	5	5	6	6	6	6	6	5	5	6
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5	6	6	5	6	6	5	6	6	6	6	5	5	6	5	6	5	6	6
5	4	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	5
1	2	2	1	1	1	2	2	2	2	1	1	2	2	1	2	2	1	2
6	6	5	6	5	5	5	5	6	5	6	5	5	5	5	6	6	6	5
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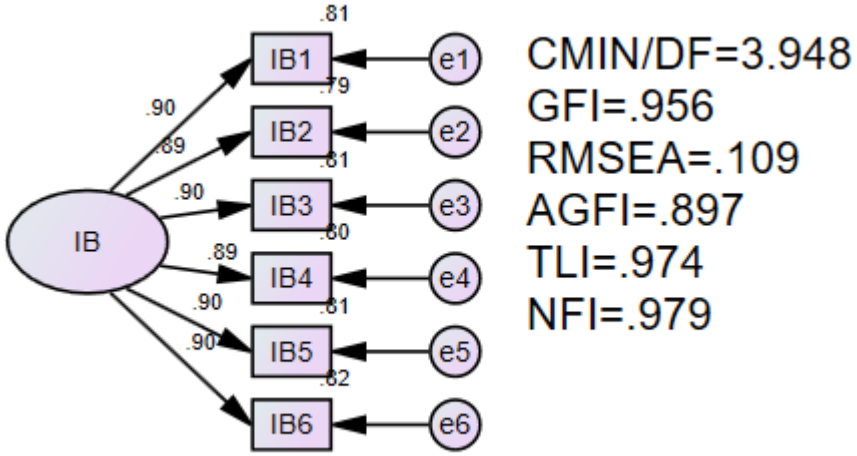
Attachment 3
Validity and Reliability Test Each Variables

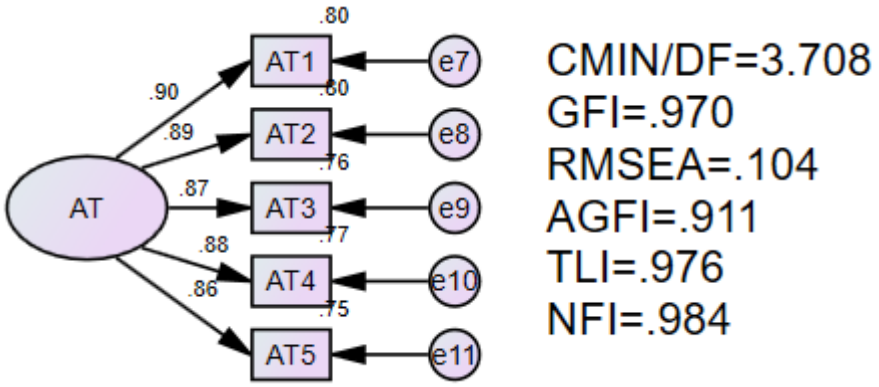
CFA IB



Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
IB1 <--- IB	.903
IB2 <--- IB	.890
IB3 <--- IB	.901
IB4 <--- IB	.894
IB5 <--- IB	.902
IB6 <--- IB	.904

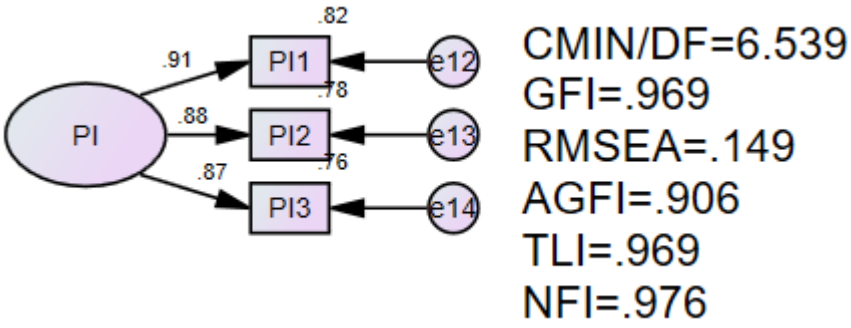
CFA AT



Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
AT1 <--- AT	.897
AT2 <--- AT	.893
AT3 <--- AT	.870
AT4 <--- AT	.880
AT5 <--- AT	.864

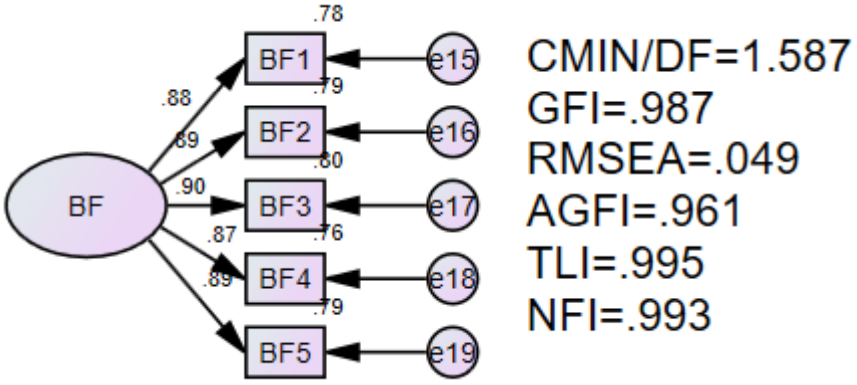
CFA PI



Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PI1 <--- PI	.906
PI2 <--- PI	.881
PI3 <--- PI	.872

CFA BF

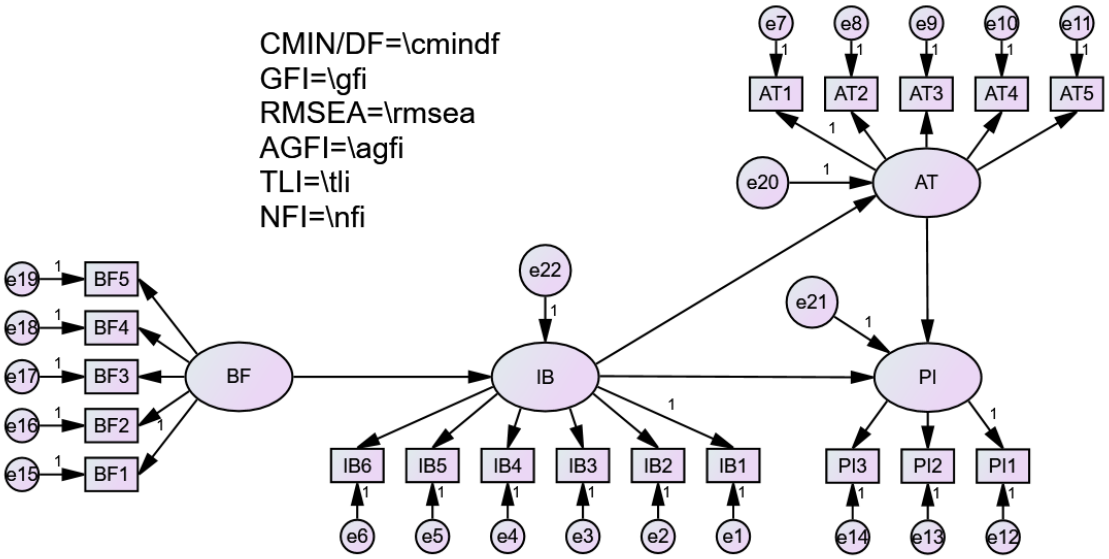


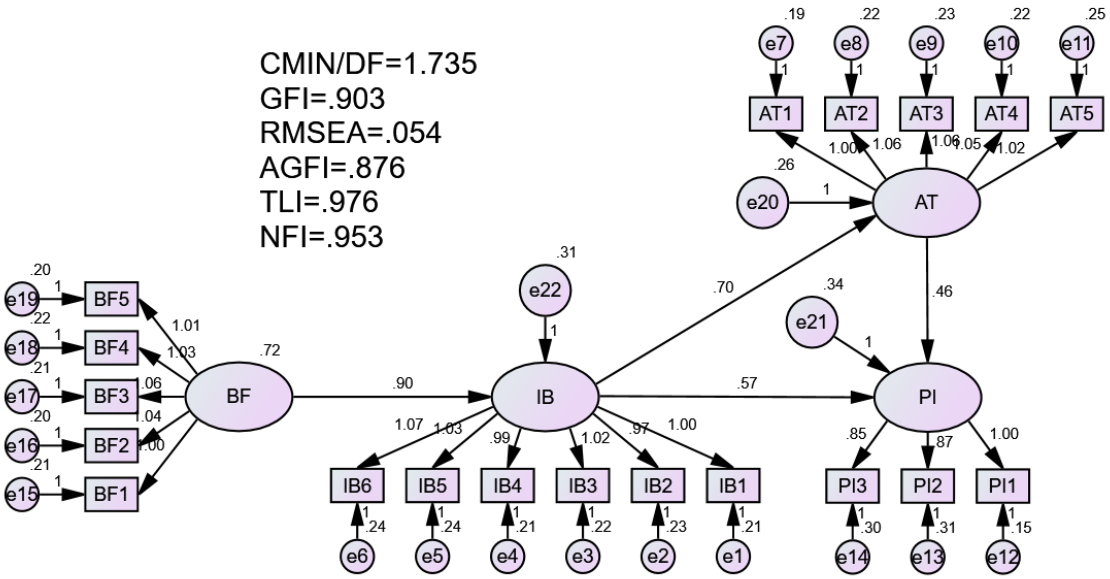
Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
BF1 <--- BF	.884
BF2 <--- BF	.890
BF3 <--- BF	.895
BF4 <--- BF	.875
BF5 <--- BF	.891

Attachment 4

Model

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AT2
AT3
AT4
AT5
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e3
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e6
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e15
e16
e17
e18
e19
e20
e21
e22
.72
.90
.70
.46
.57
.31
.34
.26

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
IB1	<---	IB	0.903
IB2	<---	IB	0.89
IB3	<---	IB	0.901
IB4	<---	IB	0.894
IB5	<---	IB	0.902
IB6	<---	IB	0.904

5.394	0.815409	0.184591	1.150634	29.09524	30.24587	0.961957	
	0.7921	0.2079					
	0.811801	0.188199					
	0.799236	0.200764					
	0.813604	0.186396					
	0.817216	0.182784					

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
AT1	<---	AT	0.897
AT2	<---	AT	0.893
AT3	<---	AT	0.87
AT4	<---	AT	0.88
AT5	<---	AT	0.864

4.404	0.804609	0.195391	1.120146	19.39522	20.51536	0.9454	
	0.797449	0.202551					
	0.7569	0.2431					
	0.7744	0.2256					
	0.746496	0.253504					

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
PI1	<---	PI	0.906
PI2	<---	PI	0.881

2.659	0.820836	0.179164	0.642619	7.070281	7.7129	0.916683	
	0.776161	0.223839					

PI3	<-- -	PI	0.872		0.7603 84	0.2396 16

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate							
BF 1	<-- -	BF	0.884	4.435	0.7814 56	0.2185 44	1.065913	19.66923	20.73514	0.948594
BF 2	<-- -	BF	0.89		0.7921	0.2079				
BF 3	<-- -	BF	0.895		0.8010 25	0.1989 75				
BF 4	<-- -	BF	0.875		0.7656 25	0.2343 75				
BF 5	<-- -	BF	0.891		0.7938 81	0.2061 19				

Attachment 5
Descriptive Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BF1	250	1	6	4.54	.965
BF2	250	1	6	4.60	.994
BF3	250	1	6	4.55	1.014
BF4	250	1	6	4.50	.999
BF5	250	1	6	4.58	.967
Valid N (listwise)	250				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IB1	250	1	6	4.44	1.056
IB2	250	1	6	4.45	1.045
IB3	250	1	6	4.50	1.080
IB4	250	1	6	4.44	1.048
IB5	250	2	6	4.43	1.100
IB6	250	1	6	4.42	1.132
Valid N (listwise)	250				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AT1	250	1	6	4.62	.947
AT2	250	1	6	4.51	1.011
AT3	250	1	6	4.55	1.014
AT4	250	1	6	4.57	1.005
AT5	250	1	6	4.53	.986

Valid N (listwise)	250				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PI1	250	1	6	4.38	1.129
PI2	250	1	6	4.36	1.078
PI3	250	1	6	4.44	1.056
Valid N (listwise)	250				

Attachment 6

Validity Test

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
IB	<---	BF	.808
AT	<---	IB	.795
PI	<---	IB	.516
PI	<---	AT	.362
IB1	<---	IB	.903
IB2	<---	IB	.889
IB3	<---	IB	.903
IB4	<---	IB	.896
IB5	<---	IB	.896
IB6	<---	IB	.900
AT1	<---	AT	.890
AT2	<---	AT	.886
AT3	<---	AT	.879
AT4	<---	AT	.881
AT5	<---	AT	.865
PI1	<---	PI	.939
PI2	<---	PI	.858
PI3	<---	PI	.855
BF1	<---	BF	.882
BF2	<---	BF	.892
BF3	<---	BF	.894
BF4	<---	BF	.880
BF5	<---	BF	.888

Attachment 7

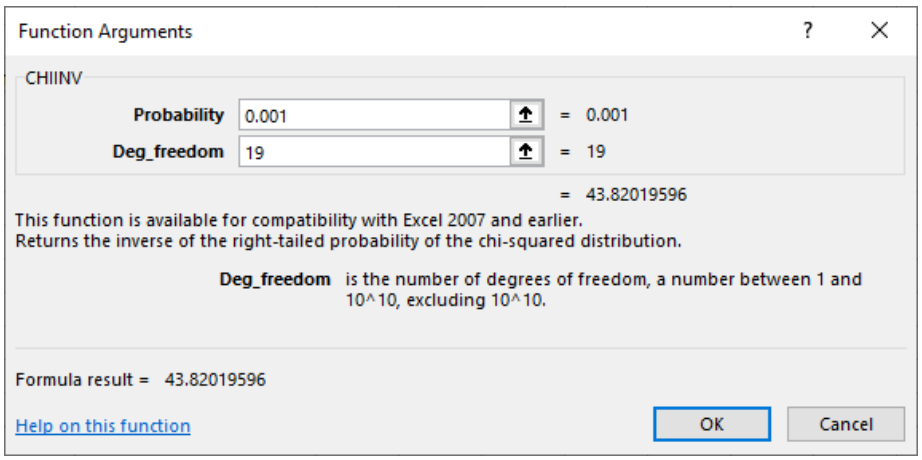
Normality Test

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
BF5	1.000	6.000	-.642	-4.145	.542	1.748
BF4	1.000	6.000	-.424	-2.736	.112	.361
BF3	1.000	6.000	-.478	-3.085	.003	.010
BF2	1.000	6.000	-.574	-3.702	.039	.126
BF1	1.000	6.000	-.353	-2.279	-.010	-.032
PI3	1.000	6.000	-.324	-2.090	-.362	-1.167
PI2	1.000	6.000	-.435	-2.805	-.271	-.876
PI1	1.000	6.000	-.475	-3.063	-.305	-.983
AT5	1.000	6.000	-.585	-3.775	.258	.833
AT4	1.000	6.000	-.580	-3.742	.116	.374
AT3	1.000	6.000	-.432	-2.786	-.281	-.908
AT2	1.000	6.000	-.360	-2.324	-.422	-1.361
AT1	1.000	6.000	-.649	-4.189	.811	2.618
IB6	1.000	6.000	-.392	-2.533	-.455	-1.470
IB5	2.000	6.000	-.280	-1.809	-.737	-2.378
IB4	1.000	6.000	-.302	-1.950	-.305	-.984
IB3	1.000	6.000	-.536	-3.463	-.270	-.871
IB2	1.000	6.000	-.550	-3.548	-.077	-.250
IB1	1.000	6.000	-.385	-2.488	-.131	-.422
Multivariate					-8.902	-2.491

Attachment 8

Outlier Test



Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
15	42.753	.001	.296
220	38.071	.006	.427
76	37.248	.007	.282
224	32.661	.026	.896
235	32.509	.027	.816
240	31.733	.033	.845
139	31.616	.035	.762
75	30.234	.049	.925
38	29.260	.062	.975
145	28.981	.066	.972
24	27.989	.084	.995
39	27.582	.092	.997
72	26.943	.106	.999
105	26.942	.106	.998
245	26.942	.106	.996
229	26.253	.123	.999
111	25.821	.135	1.000
3	25.757	.137	1.000
29	25.622	.141	.999
104	25.515	.144	.999
36	24.874	.165	1.000
133	24.677	.171	1.000

Observation number	Mahalanobis d-squared	p1	p2
231	24.677	.171	1.000
230	24.548	.176	1.000
78	24.544	.176	1.000
37	24.160	.190	1.000
116	23.979	.197	1.000
130	23.940	.198	1.000
74	23.889	.200	1.000
65	23.873	.201	1.000
120	23.800	.204	1.000
228	23.779	.205	.999
209	23.736	.206	.999
16	23.686	.208	.999
31	23.518	.215	.999
122	23.431	.219	.999
205	23.362	.222	.999
83	23.317	.224	.998
222	23.193	.229	.998
63	23.081	.234	.998
6	23.052	.235	.998
67	22.939	.240	.998
167	22.939	.240	.996
73	22.908	.241	.995
143	22.905	.242	.992
180	22.885	.242	.989
165	22.745	.249	.991
216	22.679	.252	.989
202	22.604	.255	.989
211	22.573	.257	.985
103	22.548	.258	.980
33	22.539	.258	.973
48	22.410	.264	.976
178	22.403	.265	.967
18	22.162	.276	.982
142	22.108	.279	.979
44	22.087	.280	.973
28	22.053	.282	.967
4	22.023	.283	.960
232	21.937	.287	.960
148	21.666	.301	.981
99	21.638	.303	.976

Observation number	Mahalanobis d-squared	p1	p2
199	21.638	.303	.967
177	21.603	.304	.960
141	21.600	.305	.947
97	21.558	.307	.939
197	21.400	.315	.954
2	21.343	.318	.951
53	21.343	.318	.935
49	21.280	.322	.931
124	21.260	.323	.916
163	21.260	.323	.893
80	21.256	.323	.867
147	21.236	.324	.844
26	21.168	.328	.841
174	21.146	.329	.816
219	21.050	.334	.826
81	21.023	.336	.803
1	21.019	.336	.766
239	21.015	.336	.725
20	21.013	.336	.679
32	20.922	.341	.691
114	20.895	.343	.661
5	20.829	.346	.657
35	20.808	.348	.622
227	20.805	.348	.572
88	20.772	.350	.544
188	20.772	.350	.491
201	20.737	.352	.465
30	20.729	.352	.418
27	20.710	.353	.381
59	20.635	.357	.385
70	20.609	.359	.354
170	20.609	.359	.307
153	20.581	.360	.280
129	20.538	.363	.264
113	20.477	.366	.259
51	20.438	.369	.241
151	20.076	.390	.447
159	20.058	.391	.410

DEGREE OF FREEDOM

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	190
Number of distinct parameters to be estimated:	42
Degrees of freedom (190 - 42):	148

MODEL FIT

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	42	256.763	148	.000	1.735
Saturated model	190	.000	0		
Independence model	19	5441.963	171	.000	31.824

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.052	.903	.876	.704
Saturated model	.000	1.000		
Independence model	.669	.113	.015	.102

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.953	.945	.979	.976	.979
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.054	.043	.065	.253
Independence model	.352	.344	.360	.000

HYPOTHESIS TESTING

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
IB	<---	BF	.904	.061	14.800	***	par_19
AT	<---	IB	.703	.048	14.690	***	par_16
PI	<---	IB	.574	.083	6.914	***	par_17
PI	<---	AT	.455	.094	4.860	***	par_18
IB1	<---	IB	1.000				
IB2	<---	IB	.974	.045	21.859	***	par_1
IB3	<---	IB	1.023	.045	22.756	***	par_2
IB4	<---	IB	.986	.044	22.475	***	par_3
IB5	<---	IB	1.034	.046	22.488	***	par_4
IB6	<---	IB	1.069	.047	22.686	***	par_5
AT1	<---	AT	1.000				
AT2	<---	AT	1.063	.051	20.730	***	par_6
AT3	<---	AT	1.058	.053	20.127	***	par_7
AT4	<---	AT	1.051	.051	20.631	***	par_8
AT5	<---	AT	1.017	.052	19.597	***	par_9
PI1	<---	PI	1.000				
PI2	<---	PI	.872	.042	20.842	***	par_10
PI3	<---	PI	.851	.042	20.173	***	par_11
BF1	<---	BF	1.000				
BF2	<---	BF	1.041	.051	20.521	***	par_12
BF3	<---	BF	1.064	.051	20.828	***	par_13
BF4	<---	BF	1.032	.051	20.115	***	par_14
BF5	<---	BF	1.009	.049	20.383	***	par_15

Standardized Total Effects (Group number 1 - Default model)

	BF	IB	AT	PI
IB	.808	.000	.000	.000
AT	.642	.795	.000	.000
PI	.649	.804	.362	.000
BF5	.888	.000	.000	.000
BF4	.880	.000	.000	.000
BF3	.894	.000	.000	.000
BF2	.892	.000	.000	.000
BF1	.882	.000	.000	.000
PI3	.555	.687	.309	.855
PI2	.557	.690	.311	.858
PI1	.610	.755	.340	.939
AT5	.556	.688	.865	.000
AT4	.566	.701	.881	.000
AT3	.565	.699	.879	.000
AT2	.569	.705	.886	.000
AT1	.572	.708	.890	.000
IB6	.727	.900	.000	.000
IB5	.723	.896	.000	.000
IB4	.724	.896	.000	.000
IB3	.729	.903	.000	.000
IB2	.718	.889	.000	.000
IB1	.729	.903	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	BF	IB	AT	PI
IB	.808	.000	.000	.000
AT	.000	.795	.000	.000
PI	.000	.516	.362	.000
BF5	.888	.000	.000	.000
BF4	.880	.000	.000	.000
BF3	.894	.000	.000	.000
BF2	.892	.000	.000	.000
BF1	.882	.000	.000	.000
PI3	.000	.000	.000	.855
PI2	.000	.000	.000	.858
PI1	.000	.000	.000	.939
AT5	.000	.000	.865	.000
AT4	.000	.000	.881	.000
AT3	.000	.000	.879	.000
AT2	.000	.000	.886	.000
AT1	.000	.000	.890	.000
IB6	.000	.900	.000	.000
IB5	.000	.896	.000	.000
IB4	.000	.896	.000	.000
IB3	.000	.903	.000	.000
IB2	.000	.889	.000	.000
IB1	.000	.903	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	BF	IB	AT	PI
IB	.000	.000	.000	.000
AT	.642	.000	.000	.000
PI	.649	.288	.000	.000
BF5	.000	.000	.000	.000
BF4	.000	.000	.000	.000
BF3	.000	.000	.000	.000
BF2	.000	.000	.000	.000
BF1	.000	.000	.000	.000
PI3	.555	.687	.309	.000
PI2	.557	.690	.311	.000
PI1	.610	.755	.340	.000
AT5	.556	.688	.000	.000
AT4	.566	.701	.000	.000
AT3	.565	.699	.000	.000
AT2	.569	.705	.000	.000
AT1	.572	.708	.000	.000
IB6	.727	.000	.000	.000
IB5	.723	.000	.000	.000
IB4	.724	.000	.000	.000
IB3	.729	.000	.000	.000
IB2	.718	.000	.000	.000
IB1	.729	.000	.000	.000